



# Pure Hospitality: Your Strategic Partner for Hotels & Resorts Across Southeast Asia

Capability Statement

[www.pure-hospitality.asia](http://www.pure-hospitality.asia)



## ABOUT PURE HOSPITALITY



At **Pure Hospitality**, we empower hotel owners and developers in Australia and Southeast Asia with sophisticated tools and systems on par with larger hotel brands, but at a fraction of the cost.

This enables us to provide high-level hotel management expertise and advanced systems to owners who might otherwise not have access to these tools and resources.

Our solutions are designed to drive success while keeping costs manageable, offering exceptional value at every level of operation.

## Why Partner with Pure Hospitality?

- **Regional Expertise:** We have boots on the ground across Southeast Asia, from Vietnam and Indonesia, Thailand and Malaysia to the Philippines and beyond. With our deep knowledge of local markets, we help you navigate the challenges and intricacies of your location, from site selection to technical services, through to pre-opening and post-opening management.
- **Full-Spectrum Support:** Pure Hospitality brings you a full suite of services, whether you're developing a new hotel, upgrading an existing property, or running day-to-day operations.
- From design coordination to IT installation, from staff training to F&B development and ongoing operation, we've got every detail covered.
- **Boost Revenue with Integrated Tools:** Increase profitability with our end-to-end suite of systems, including our Central Reservations Systems (CRS), booking engine and channel manager, Hotel Property Management System (PMS), loyalty program, mobile apps and CRM. Our tools work together to streamline operations, enhance guest experiences, and unlock your brand or hotel's full potential.
- **Affordable, Cloud-Based Systems:** Get the power of large-scale hotel systems with no hefty upfront costs. Our cloud-based technology integrates all your essential operations – PMS, CRM, booking engines, channel managers, and more – into a single, seamless platform. We can supply and install our integrated PMS including POS, GL, Inventory, Fixed Assets, Engineering with Management Dashboard Apps for as little as S\$5 per key per month. No complex interfaces, no hidden fees.



## CORE SERVICES

# Hotel Management & Development

From the ground up, we support hotel owners and developers at every stage of the journey:

- **Site Review & Feasibility Studies:** Evaluate the best opportunities and understand your investment's potential.
- **Construction & Technical Services:** We handle all the technicalities – design coordination, FF&E selection, and IT infrastructure – ensuring seamless execution from concept to completion.
- **Operational Readiness:** Our team manages recruitment, staff training, and pre-opening services to get your property up and running smoothly.

# Integrated Hotel Systems & Cloud-Based Tools

Take advantage of our **PMS platform**, designed for operational efficiency and flexibility. Track and manage your front desk, housekeeping, POS, banquets, and more – all integrated into one system. Our platform includes:

- **Purely Rewards Program:** A guest loyalty program that drives repeat stays with personalized offers, discounts, and exclusive perks.
- **Mobile-First Experience:** Empower your guests with easy self-check-in via their phones and streamline operations with apps for housekeeping and management.

## HOSPITALITY SYSTEMS

# PURE HOSPITALITY SYSTEMS

**Elevate your guest experience with our robust, proven Cloud-based Hotel Property Management System (PMS).**

Pure Hospitality Systems streamlines your operations with an all-in-one platform that eliminates the need for complex third-party interfaces. It effortlessly manages essential functions, including Front Office, Housekeeping, POS, Banquets, Inventory, Engineering, Accounts Receivable, Accounts Payable, General Ledger, and more. Our system empowers your team with an intuitive **Management Dashboard App** and an efficient **Housekeeping App**, while enhancing guest experiences with app-based self check-in and iPad solutions.



## HOTELS AND BRANDS

**We offer a range of flexible management options tailored to your project's specific needs.**

Whether owners prefer to operate their hotel under one of our established brands, maintain their independent brand, or manage under a franchise with a third-party brand, we provide the best solution for every project.





## REWARDS PROGRAM

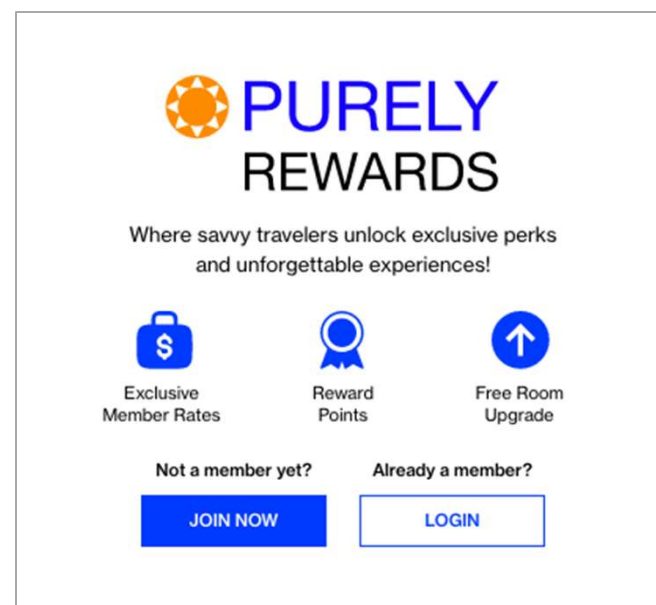


Our **Purely Rewards Program** is a loyalty initiative designed to enhance the guest experience while providing added value for hotel owners. By encouraging direct bookings, the program aims to build lasting relationships with guests and support long-term loyalty. This results in repeat visits and helps hotels increase revenue by **reducing reliance on third-party commissions.**

When hotels partner with Pure Hospitality, guests earn points with each stay, which can be redeemed for future stays at your property, or any other hotel in the Pure Hospitality network. This encourages return visits and helps improve occupancy rates. In addition to points, Purely Rewards members gain access to exclusive discounts, offering great value on bookings directly with Pure hotels.

By reducing external commission fees, **Purely Rewards enables hotel owners to retain more of their revenue**, ultimately benefiting both the guest and the property. As guests enjoy ongoing savings, they are more likely to return, helping to build stronger relationships, increase guest satisfaction, and encourage positive reviews.

As our guests engage with the program, they continue to save, ensuring they return again and again – resulting in stronger customer loyalty, higher revenue per guest, and greater guest satisfaction that leads to repeat business and positive reviews



<https://loyalty.reservation-system.net/purely-rewards/Member/Login>

## MARINA SERVICES

# PURE MARINA SERVICES

### Supporting Marine Tourism Infrastructure in Southeast Asia

Our **Pure Marina Services** supports marina infrastructure development across Southeast Asia. Whether it's evaluating existing facilities or providing end-to-end project management, we ensure that marinas are well-positioned for success in the booming marine tourism market.

We work with the region's top marina specialists including **Pen Marine** and **Poralu** to bring thee best solutions to your existing marina, marina expansion or new marina project.



<https://penmarine.com/>



<https://www.poralu.com/en/>

## INVESTMENT SUPPORT

# Empowering Smarter Investments in Hotel Real Estate

**From site sourcing to comprehensive feasibility studies, we deliver the insights and support needed to drive successful hotel developments across Southeast Asia.**

**Pure Hospitality** has a strong track record in facilitating and supporting over US\$200 million in hotel real estate development in SE Asia over the past decade.

Our expertise includes site sourcing, support for both onshore and offshore funding documentation, and comprehensive feasibility studies to ensure project viability. We support the valuation-on-completion process, providing market studies, appropriate hotel concepts and detailed operating projections to guide investment decisions.

### TUNE HOTEL, BINTULU, MALAYSIA



One of the first Tune Hotels in Malaysia, this affordable accommodation catered to budget airline travellers in Southeast Asia. With an early investment of around MYR 3.0 million from Pure Hospitality, the project embodied our commitment to clean, fresh and affordable hotels in SE Asia domestic markets.

[Discover Tune Hotels](#)

### GO HOTELS, MANILA, PHILIPPINES



Our 2015 development and launch of five Go Hotels in Manila was a game-changer, with 1,200 rooms opening in five suburban locations, and a US\$52 million investment development managed and opened by Pure Hospitality over 15 months.

[Discover Go Hotels](#)

### WINK HOTELS, VIETNAM



Pure Hospitality supported the development of five Wink Hotels in Vietnam, with a project value exceeding US\$123 million. Wink Hotels capture the fun, vibrant and dynamic culture that is Saigon and Vietnam.

[Discover Wink Hotels](#)

### ARIA HOTEL, DAVAO, PHILIPPINES



In addition to providing hotel technical services, we coordinated the raising of PHP 600 million for the completion of this 122-room project, part of the Aeon Towers development in downtown Davao.

[Discover Aria Hotel, Davao](#)



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