

Celebrating Life's Precious Moments



The Aryaduta Hotel Medan

“Every time a guest complains, it is a gift for us,” says Juergen Fischer, Chief Operating Officer of The Aryaduta Hotel & Resort Group, Indonesia’s leading national hotel chain. “It helps us to connect with the guests and immediately improve our services.”

Since 1970, when the first Aryaduta Hotel was opened on Jl. Prapatan in Menteng, the Group has developed a rich portfolio of 11 hotels and hospitality properties, including two hotels managed in association with Hyatt Hotels International. The Aryaduta Group is now moving towards becoming an international quality hotel operator, undergoing a rebranding process that was initiated with the launch of The Aryaduta Hotel Medan in November 2007, a property that emphasises the renewed Aryaduta philosophy of luxury and elegance.

The Group is aiming high. “We want to be recognised as the premier operator in Indonesia. After that we will strongly consider going overseas with the same brand name, same philosophy.”

The current focus is on quality service and timely service, retaining guest loyalty. This goal they intend to achieve through personalised service that takes a close interest in the guest experience as it unfolds and has the flexibility to be immediately responsive to needs as they arise, every step of the way. As

an example, Juergen mentions that not only will in-room check-in and welcome drinks on arrival be standard practice, but also gifts will be presented upon check-out as a gesture of appreciation for the guest’s patronage. Juergen points out that, as a national operator Aryaduta has to make more effort to out-perform the major international hotel chains. The handicap of big corporations, he maintains, is that their flexibility is not great, and herein lies the advantage for Aryaduta: when it comes to service there is not the same focus on manuals, rather the focus is on guests’ needs, being responsive, adopting and adapting.

“Instead of using guest comment forms – I figured out some time ago that no one is filling them in - we’re doing it the other way around, we’re approaching the guests directly by phoning them in their rooms and then we get feedback from the guests. There is always something we can do and the guest relations officer acts immediately so the problem will be solved directly on the spot.”

Their procedures now revolve around guest



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comments and suggestions, with the emphasis on truly finding a way to get connected with the guests, their suggestions, their complaints – these ‘gifts’ that empower the Aryaduta team to provide the best possible experience for their guests. “The guest comments are our Bible,” Juergen concludes.

In 2010, the Aryaduta Resort Hotel is set to open in Kemang Village, which will be the flagship property for the Group. This represents a US\$100 million investment for a five-star standard 350-suite resort at Kemang Village.

Juergen envisions it as an ‘oasis’ in the hectic city: it will cover almost 85,000 square metres, with suites, clubs, spas, pools and other resort facilities, all designed by renowned international landscape maestro and architect Bill Bensley.

Highlights will be a resort-like wedding destination with a stylish wedding chapel and a much-anticipated clubhouse: “It will be quite beautiful, something quite different.” There will be an exclusive executive members’ club with many attractive privileges and

plush facilities.

The concept of the hotel’s luxurious interior design will favour cosiness over minimalism, promising sofas that one can sink into for hours, and cloudlike, fluffy beds. No more leaning down to reach electrical sockets or the minibar, these will be raised to waist level. The philosophy entails a happy marriage of convenience and comfort.

Apartment dwellers in Kemang Village can also opt to use the services of Aryaduta, whether on a daily, weekly, or monthly basis.

Juergen is convinced that the Kemang Village development will represent a major success story for the Aryaduta Group on its route to international recognition. He returns to his mantra: “Service and service and service and service and service.”

Yet it’s also very much about living well. “We celebrate also – it starts from a celebration of living, of taste, of senses, of bliss.”

Current Portfolio of The Aryaduta Hotel & Resort Group:

- The Aryaduta Jakarta (managed by Hyatt Intl.) 285 rooms
- Hyatt Regency Bandung 315 rooms
- The Aryaduta Suites Hotel Semanggi 300 suites/750 rooms
- Imperial Aryaduta Hotel & Country Club Karawaci 210 room
- Imperial Aryaduta Hotel Makassar 200 rooms
- The Aryaduta Hotel Pekanbaru 200 rooms
- The Aryaduta Hotel Medan 210 rooms
- The Aryaduta Hotel & Convention Center Palembang 185 rooms

Future Properties:

- The Aryaduta Hotel & Residences Surabaya (2009) 340 suites
- The Aryaduta Resort Hotel Kemang (2010) 350 suites
- The Aryaduta Resort Hotel Bali (2011) 250 suites
- The Aryaduta Hotel & Convention Center Puri (2012) 500 suites
- The Aryaduta Resort Hotel Sentul (2013) 250 suites