WEGGIS REP

BUSINESS REPRESENTATIVE


Driving Growth,
Building
Connection



VISION STATEMENT

"To be the most trusted and results-driven commercial partner for hotels, delivering tailored sales, marketing, and business development solutions that drive sustainable growth and market leadership."

MISSION STATEMENT

- **Strengthen Market Presence** – Support hotels in expanding their reach and visibility in key domestic and international markets.
- **Optimize Revenue Performance** – Implement strategic sales and marketing initiatives to maximize profitability and business growth.
- **Leverage Local & Regional Expertise** – Utilize our presence in Jakarta, Bali, and Malaysia to provide market-specific insights and tailored strategies.
- **Drive Innovation in Commercial Strategy** – Adapt to evolving hospitality trends, ensuring hotels remain competitive and future-ready.
- **Deliver Personalized & Impactful Solutions** – Offer customized commercial support that aligns with each hotel's unique brand identity and business goals.



THE FOUNDER

Harry Suryadharma, Founder and Managing Partner of Weggis Collection Hospitality Group, is a visionary hospitality leader with over two decades of experience in the industry. As a former General Manager of multiple Marriott properties, including The Hermitage, Jakarta, he successfully transformed the hotel into an award-winning luxury boutique destination.

With 12+ years of Sales & Marketing leadership at JW Marriott, The Ritz-Carlton, and Four Seasons, Harry has played an instrumental role in driving commercial success and launching high-profile hotels. In his role as Executive Commercial Leader for The Ritz-Carlton and JW Marriott Jakarta, he managed 666 rooms and extensive meeting facilities, showcasing his expertise in large-scale operations.

Recognized for his excellence in hospitality, he was honored as Director of Sales & Marketing of the Year for The Ritz-Carlton Asia Pacific. A graduate of the International Hotel and Tourism Institute, Switzerland, Harry brings global expertise in strategic marketing, branding, and operational excellence, making him a key player in the industry.



SALES REPRESENTATION & MARKET EXPANSION

- Leverage strong relationships with corporate clients, government agencies, and third-party partners to expand hotel market reach.
- Develop and execute strategic sales plans to penetrate domestic markets (Jakarta, Semarang, Yogyakarta, Surabaya, Bali).
- Strengthen regional presence in **Singapore & Malaysia** through targeted sales initiatives.
- Organize **sales missions, roadshows, and client engagement events** to enhance visibility.

MICE & EVENT SALES DEVELOPMENT

- Collaborate with **event organizers, PCOs (Professional Conference Organizers), and DMCs (Destination Management Companies)** to secure conferences and exhibitions.
- Position hotels as **preferred venues** for corporate meetings, incentives, and international conventions.
- Provide end-to-end support for **event planning, sponsorship acquisition, and delegate management**





STRATEGIC MARKETING & BRAND POSITIONING

- Execute targeted marketing campaigns to enhance brand visibility in domestic and regional markets.
- Leverage **digital marketing, PR, and influencer collaborations** to drive engagement and bookings.
- Develop **localized promotional strategies** to appeal to specific market segments.

REVENUE & COMMERCIAL STRATEGY CONSULTATION

- Provide hotels with **pricing strategies, demand forecasting, and revenue optimization solutions.**
- Analyze competitive market trends and offer tailored commercial strategies for sustainable growth.
- Offer training and development for hotel sales teams to strengthen their negotiation and conversion skills.









COVERAGE

JAKARTA
SURABAYA
SEMARANG
YOGYAKARTA
BALI

MALAYSIA
SINGAPORE


WEGGISREP
BUSINESS REPRESENTATIVE
CORPORATE
EMBASSY
ASSOCIATION
GOVERNMENT
TRAVEL AGENT
WHOLESALE
OTA
PCO
ORGANIZER
MICE SECTOR
MEDIA
WEDDING



WEGGIS REP

BUSINESS REPRESENTATIVE

JAKARTA

Syahrial Lubis (Ade)
Adam Sulaiman
Vianca
Rizky Ilham

BALI

Alfi Chaidir
Erlinda Christiany
Mutyara Saridewi

KUALA LUMPUR, MAL

Laeli Noor

OPENING SOON

Yogyakarta
Surabaya

WEGGIS REP
BUSINESS REPRESENTATIVE

OFFICE

Jakarta
Bali
Kuala Lumpur

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Bali Sunset Road Convention Center
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THANK YOU