

PRESENTING

# ELLE

RESORT & BEACH CLUB  
BALI



# LUXURY BALI

BROUGHT TO YOU BY  
GEONET DEVELOPMENTS INTERNATIONAL





Set on the iconic  
*Seminyak Beach*  
ELLE Resort & Beach Club is where  
sophisticated design meets  
vibrant beachfront living.

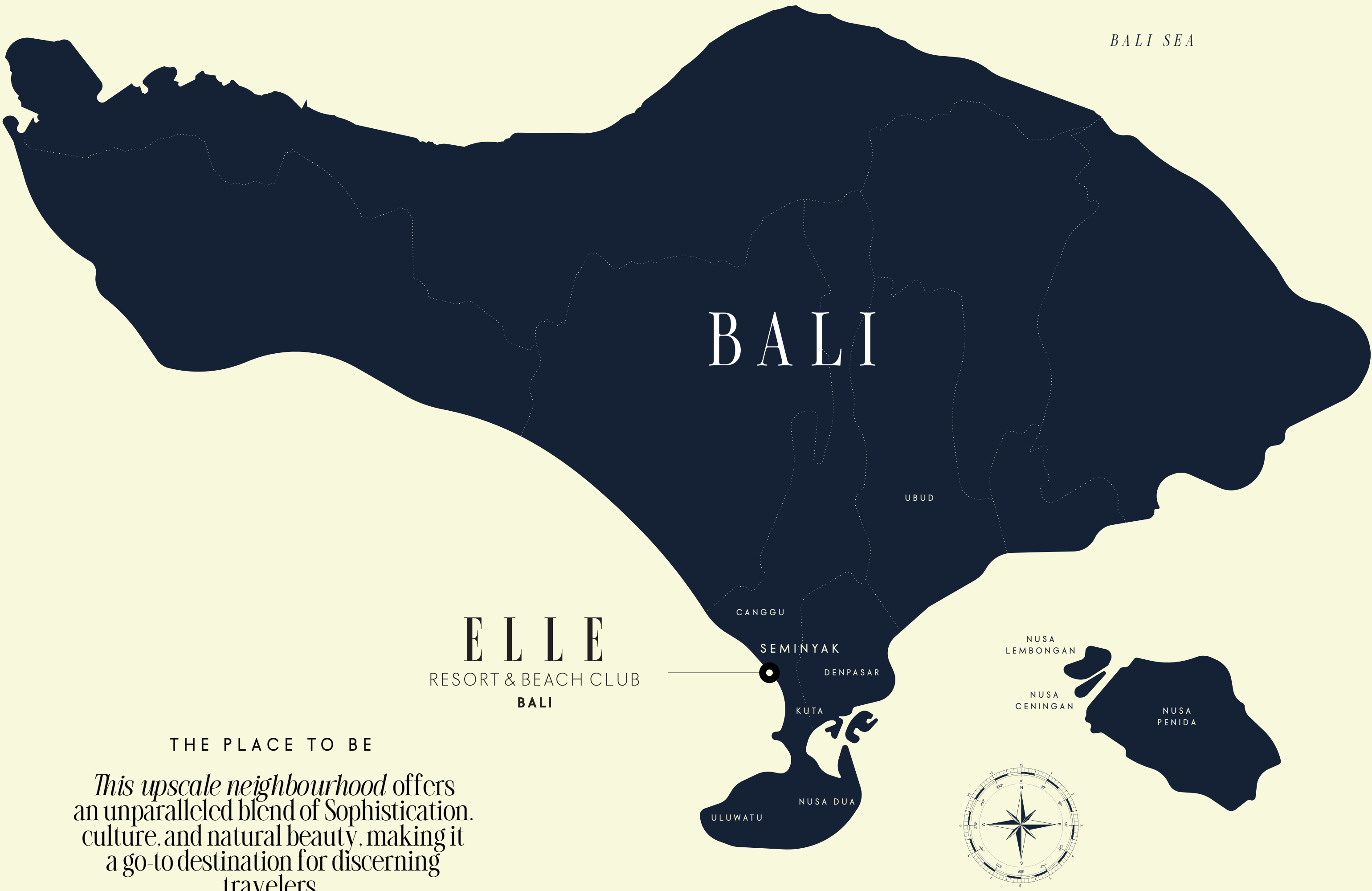


Introducing ELLE Resort & Beach Club — where effortless luxury meets tropical vitality. Featuring 170 elegantly appointed suites and a landmark beach club, this beachfront escape blends world-class design, vibrant social energy, and curated indulgence. Set to become Bali's most iconic destination, ELLE redefines how modern travelers stay, celebrate, and connect.

Developed by Geonet Developments International and operated by Cross Hotels & Resorts in partnership with Flight Centre, this lifestyle destination brings the renowned chic style of the ELLE brand to Bali's thriving tourism market.







BALI SEA

# BALI

UBUD

CANGGU

SEMINYAK

DENPASAR

KUTA

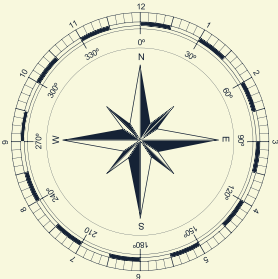
NUSA DUA

ULUWATU

NUSA  
LEMBONGAN

NUSA  
CENINGAN

NUSA  
PENIDA



ELLE  
RESORT & BEACH CLUB  
BALI

THE PLACE TO BE

*This upscale neighbourhood offers an unparalleled blend of Sophistication, culture, and natural beauty, making it a go-to destination for discerning travelers.*

INDIAN OCEAN



THE LOCATION

# *Seminyak* The Cosmopolitan Heart of Bali

Located along Bali's southwest coast, Seminyak is renowned as the island's premier cosmopolitan hub. Famous for its vibrant atmosphere, luxury lifestyle, and cutting-edge design, Seminyak is home to the trendiest beach clubs, high-end restaurants, designer shopping, and some of the island's most luxurious hotels and resorts.

The area attracts a diverse crowd—from international jet-setters to savvy investors—drawn to its stylish beachfront bars, chic boutiques, and world-class spas. Whether it's enjoying sunset cocktails at exclusive beach clubs, indulging in gourmet cuisine, or browsing the latest fashion trends, Seminyak offers something for everyone.



*Seminyak's allure extends  
beyond its stunning beaches  
and exquisite dining  
options.*



## THE NEIGHBOURS

### Seminyak Restaurants



MAMA SAN

Indulge in modern Asian cuisine with a vintage-inspired ambiance at Mama San.



BOY N COW

Meat lovers will enjoy premium dry-aged steaks in this industrial-chic steakhouse.



MERAH PUTIH

A refined dining experience that celebrates Indonesian heritage and sustainability.



LA LUCCIOLA

Beachfront Mediterranean-inspired dishes with stunning ocean views.



SARONG

Fine dining with a sophisticated twist on Asian street food flavors.

### Seminyak Cafes



SISTERFIELDS

A local favourite serving Australian brunch classics with a Bali twist.



REVOLVER ESPRESSO

Exceptional coffee paired with hearty breakfast options in a laid-back atmosphere.



KYND COMMUNITY

Instagram-worthy smoothie bowls and vegan-friendly dishes in a vibrant setting.



SEA CIRCUS

Colorful café offering acai bowls, Mexican-inspired dishes, and great coffee.



KIM SOO

A café-boutique blend with great coffee, pastries, and a relaxed vibe.



## THE NEIGHBOURS

### Seminyak *Beach Clubs*



POTATO HEAD BEACH CLUB

Enjoy cocktails, international cuisine, and ocean views by the infinity pool.



KU DE TA

A stylish beachfront spot for cocktails and Bali's famous sunsets.



MRS SIPPY

A lively beach club with a large saltwater pool and Mediterranean-inspired menu.



WOOBAR

Chic cocktails and ocean views at this lively W Bali hotspot.



MANO BEACH HOUSE

Relaxed beachfront setting with tropical drinks and fresh seafood.

### Seminyak *Bars & Nightclubs*



LA FAVELA

A trendy nightclub with eclectic décor, cocktails, and late-night DJ sets.



RED CARPET CHAMPAGNE BAR

A glamorous bar with an impressive selection of bubbles.



MOTEL MEXICOLA

A lively Mexican-inspired bar with margaritas, tacos, and fun beats.



SHISHI

A luxe nightclub with world-class DJ performances and exclusive vibes.



DA MARIA

An Italian-inspired venue for dinner, cocktails, and dancing in style.



THE VISION

# Masterplan

The site is masterfully organised into three distinct areas to enhance guest experiences:



## 1 THE HOTEL

Elevated levels with rooms designed to capture sweeping ocean views.



## 2 THE BEACH CLUB

Positioned as the heart of the development, offering a dynamic and vibrant beachfront experience.

## 3 HIGH-END LIFESTYLE RETAIL

A curated mix of premium lifestyle offerings—from a luxury beauty clinic to a designer salon and spa experience—rounding out the resort as an all-in-one destination for guests and visitors alike.

## ON-SITE FACILITIES & EXPERIENCES

- Signature Restaurant and Café
- Expansive Swimming Pools
- Children's Playground
- Wellness and Yoga Centre
- State-of-the-Art Gym
- Beach Side Events and Wedding Spaces
- Ample Parking Facilities





*Project Summary*  
ELLE Resort





# *Project Summary* ELLE Resort

The ELLE Resort is a 5-star beachfront development comprising 170 branded hotel suites, designed and operated under the ELLE lifestyle brand. The suites are being individually sold to investors under a 50-year investment period. All suites participate in a fully managed room rental program, with design, service, and operational standards aligned with the ELLE brand.





*Project Summary*  
ELLE Beach Club



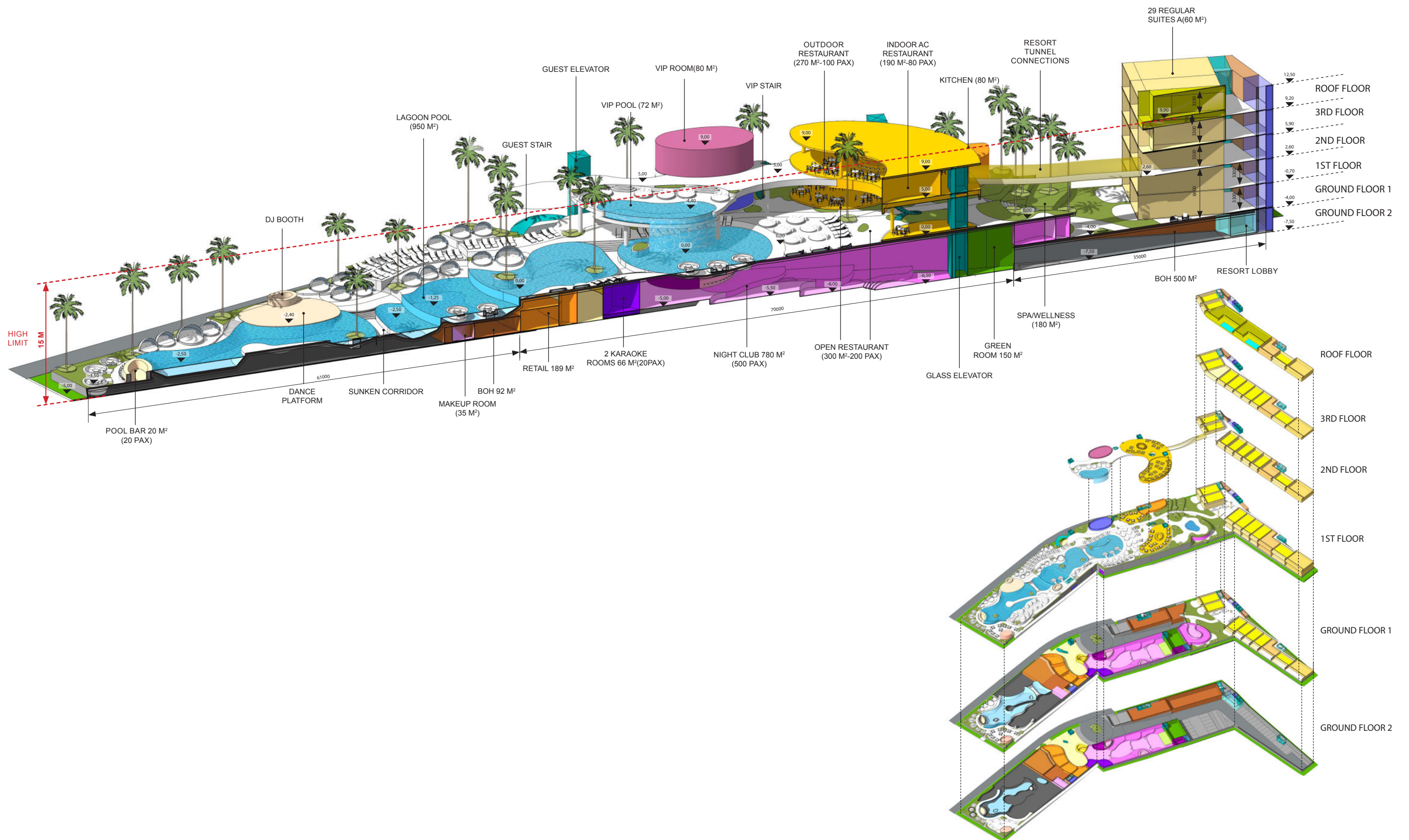
PROJECT SUMMARY

ELLE *Beach Club*

The ELLE Beach Club is a multi-level lifestyle venue featuring a nightclub, beachside dining, rooftop lounges, daybeds, and VIP spaces – hosting guests across immersive F&B and entertainment zones.

<i>Zone/Feature</i>	<i>Description</i>	<i>Capacity (pax)</i>
Open-Air Restaurant	Mediterranean / Asian-fusion dining	200
Beach Grill	Flame-grilled small plates	40
Pool Bar + Loungers	Casual poolside drinks and light bites	114
Daybeds & Cabanas	Premium VIP zones for groups	136
Sunken Lounge	Elevated, social cocktail area	54
2nd Floor Indoor Restaurant	Air-conditioned dining with ocean views	80
2nd Floor Outdoor Restaurant	Outdoor dining with ocean views	100
VIP Dining Room	Private function space	20
VIP Owners/Investors Lounge	Signature nightlife venue with DJ & bottle service	500
Media Entertainment Room	Private group entertainment	20







OPERATIONAL SUMMARY

*ELLE Resort & Beach Club*

We forecast to deliver a solid first year of operations, driven by premium room rates, a balanced revenue mix, and efficient cost control.

With 170 suites and 80% occupancy in Year 1, the resort generates over AUD\$119M in total revenue, achieving a strong GOP margin and net profit of AUD \$16.6M after tax and investor distributions.

HOTEL KEYS	170 keys
OCCUPANCY	80% Year 1
AVERAGE DAILY RATE (ADR)	AUD \$1,234
REVPAR	AUD \$988
AVERAGE LENGTH OF STAY	3.0 nights
TOTAL GUESTS	124,440 guests
HOTEL STAFF	346 staff
STAFF-TO-KEY RATIO	2.03

TOTAL REVENUE	AUD \$119.6M
ROOMS REVENUE	AUD \$61.4M
F&B REVENUE (INCL. BEACHCLUB)	AUD \$45.2M
SPA REVENUE	AUD \$7.4M
OTHER DEPT. REVENUE	AUD \$5.6M



THE DESIGNERS

# *Inspiral* Architecture and Design Studios

**inspiral**

Inspiral's commitment  
to ecological  
innovation shapes  
lasting, nature-inspired  
spaces across luxury  
and public sector  
projects.



Inspiral Architecture and Design Studios specialises in biocentric architecture, seamlessly integrating nature with the built environment. Using advanced techniques like SIP technology, prefabrication, and bamboo craftsmanship, the firm explores bio-responsive construction with eco-materials and lightweight structures.

Renowned for innovative, sustainable design, Inspiral has earned international recognition, including the UNESCO Prix Versailles and AHEAD Asia Awards.



OUR PARTNERS

*Cross Hotels & Resorts*  
A premier hospitality  
management  
company based in  
Asia Pacific.



Cross Hotels & Resorts, wholly owned by Flight Centre Travel Group, operates a portfolio of six unique brands across 28 hotels in Thailand, Indonesia, Vietnam, and Japan. Known for its end-to-end services, Cross supports hotel projects from concept to operation, ensuring exceptional guest experiences and strong returns for owners.



Flight Centre Travel Group (FCTG) is a global travel powerhouse, connecting over 20 million travelers annually. With 40 years of expertise, FCTG operates across 11 countries, offering diverse services including flights, accommodation, tours, and business travel solutions. As a top-five global travel agency, FCTG provides its subsidiaries, like Cross Hotels & Resorts, with unparalleled market leverage and strategic opportunities.

FLIGHT CENTRE TRAVEL GROUP

AUD 6.93 billion  
market  
presence.

40 global  
brands with  
3,000 sales offices  
worldwide.

Serves over  
20 million  
travelers  
annually.



THE PROJECT MANAGERS



With a focus on innovation,  
efficiency, and cost control,  
Colliers delivers measurable  
value across every stage.

Colliers is a leading diversified professional services and investment management company. Operating in 63 countries with over 17,000 professionals, Colliers delivers expert real estate and investment advice to clients worldwide.

Recognising that every project is unique, Colliers Project Management provides tailored oversight from concept to completion — including design coordination, construction, and post-completion services.

Colliers' strength lies in delivering tailored solutions across six core service areas:

Space Audit, Programming & Planning	Design Development	Strategic Procurement Management
Project Management & Program Managemen	Move Management	Construction Performance Monitoring



Providing decades  
of luxury hospitality  
excellence & expertise

ADVISORS & CONSULTANTS

HOSPITALITY & F&B  
**JACK HOSPITALITY**

JACK Hospitality is Australia's first majority Indigenous-owned, female-led hospitality consultancy. Backed by decades of global experience across luxury hotels, food and beverage, large-scale events, and strategic operations, JACK specialises in concept development, market analysis, and operational excellence. Its portfolio includes high-profile projects such as InterContinental Maldives, InterContinental Hayman Island in Queensland, and ANA InterContinental Manza Beach Resort in Japan—demonstrating a proven ability to deliver elevated hospitality outcomes across international markets.



DESIGN & DEVELOPMENT

**Marc Schicker**

*Founder & Managing Director  
SCHICKER & Co.*

Originally from New Zealand, Marc brings over 30 years of experience in design and construction across Asia, the Middle East, Australasia, Japan, and the UK. He spent over a decade at IHG, leading a team responsible for ensuring pipeline and operating hotels met IHG's global standards. His portfolio includes landmark projects such as InterContinental Osaka, Hotel Indigo Bangkok, and ANA InterContinental Beppu.

Now based in Bali, Marc runs a hospitality design consultancy, advising hotel owners and operators across the Asia–Australasia region.



# About Geonet



Geonet has grown from a successful property investment and sales firm into a next-generation developer of lifestyle-driven hospitality assets. With over 12 years of experience in Bali and more than \$180 million in direct project sales, our team brings deep market knowledge, investor insight, and financial discipline to every stage of development.

Our first flagship project — ELLE Resort & Beach Club — reflects this evolution. Built on years of experience delivering results for both developers and investors, ELLE represents the future of Geonet: combining premium design, commercial performance, and guest-centric experiences under one visionary brand.

Our mission is to develop exceptional hotels and revenue-generating assets across Southeast Asia — blending investor value with world-class hospitality.

## *Our Services & Expertise*

- Hotel & Resort Development
- Real Estate Sales & Investment
- Forecasting & Valuations
- Market Strategy & Expansion
- Accounting & Legal Compliance
- Digital Marketing & Lead Generation
- Creative & Branding Direction
- Technology & Systems Integration

































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