

THE MAGAZINE

A STYLE TO REMEMBER



No.11

THE MAGAZINE TARGETS INTERNATIONAL READERS WHO ARE INTENT ON FULFILLING THEIR DREAMS.



HANS R. JENNI

DEAR FRIENDS,

Twenty years ago, we envisaged a collection of hotels so enticing that our guests would be reluctant to venture far from our threshold, no matter how compelling the destination. Since GHM's establishment in 1992, we have prided ourselves on a sense of distinction. Every potential GHM project had to meet certain criteria before we would proceed with its development. For those that made the cut, we set out to be far more than a management partner, indeed a vested player in the vision and the dream of an outstanding hotel. We founded our vision in Asian aesthetics, and today from Miami to Muscat, from Bali to Hoi An, each GHM resort is an exquisite example of contemporary chic.

On reflection, I am extremely thankful for the many accomplishments achieved over the past two decades: the previously uncharted destinations we have put on the map, the numerous original hotel designs we have introduced and the accolades we have won from some of the world's most prestigious arbiters of style and hospitality.

The awards are particularly poignant as they bear testament to your faith in us. Such accolades mark successful chapters in the GHM story, a story that is far from over, for today we are looking forward to the next 20 years, and the dawn of a new era. An era that promises exciting new developments planned in various continents, from China to the Middle East and Europe. At present, we are poised to make a bold new move into China: GHM's first Chinese property – The Chedi Club Suzhou – will launch later this year, and we are teaming up with China's leading hospitality players in a joint venture to bring the Ahn Luh brand to discerning travellers. We are expanding in Europe, too, where The Chedi Andermatt in Switzerland is already making headlines, even before its 2013 debut.

Our success is down to you, our guests, and the tireless team of dedicated staff – past and present – at all our hotels and offices. So thank you for helping to make GHM what it is today, and I sincerely hope you will stand by me as we take on the future.

HANS R. JENNI, PRESIDENT AND DIRECTOR OF GHM

WORD FROM CEO



The Datai, Langkawi

General Hotel Management (GHM) was set up in 1992 to implement an ambitious philosophy. The aim of the Singapore-based company's visionary founders, Hans R. Jenni and Adrian Zecha, was to provide elegant, environmentally friendly accommodation in a classy, uncluttered atmosphere that also afforded intimacy, oozed style and guaranteed unparalleled customer service. The result was a group of the world's chicest, most individualistic hotels of characteristically Asian design.

In the 20 years since GHM's establishment, the group's name has never been in the spotlight. Instead, the names of the hotels have quietly established themselves, forming a brand whose reputation for designing, developing and managing a distinctive array of exclusive, stylish hotels and resorts has spread across the globe.

GHM has received numerous offers to manage hotels and resorts around the world or to incorporate them into the GHM brand. But would-be partners face a tough selection process, having to commit to GHM's vision and trust GHM right from the outset to bring in the best people to create a truly exceptional experience.

The latest generation of GHM hotels, such as The Legian in Bali, The Setai in Miami, The Chedi Chiang Mai and The Chedi Muscat, have gained a firm following among discerning travellers. A similar approval rate was enjoyed by some of GHM's former hotels, including The Chedi Bandung, The Chedi Phuket, The Serai Manggis Bali, The Chedi Ubud, The Lalu Sun Moon Lake and The Datai Langkawi, the latter, while under GHM's management, having enjoyed cult status as one of the world's most stunning retreats.

All former and current GHM hotels share the group's key values, namely excellent design, profound empathy with their location, as expressed in the details of that design, and top-notch service that creates a unique lifestyle experience for visitors. The fact that the GHM name is synonymous with exceptional design proves that the group is a true trendsetter. GHM hotels consistently combine comfort and style to give guests a genuinely multifaceted experience, a style to remember, in keeping with the slogan accompanying the group's logo.



The former Lalu Sun Moon Lake, Taiwan

THE PAST 20 YEARS HISTORY



GHM's iconic oceanfront hotel in the heart of Miami's fashionable South Beach is Florida's top hotel. Alongside the emblematic Art Deco edifice dating from the 1930s, a second building - The Tower - has become one of the world's most popular residences for stars and VIPs.

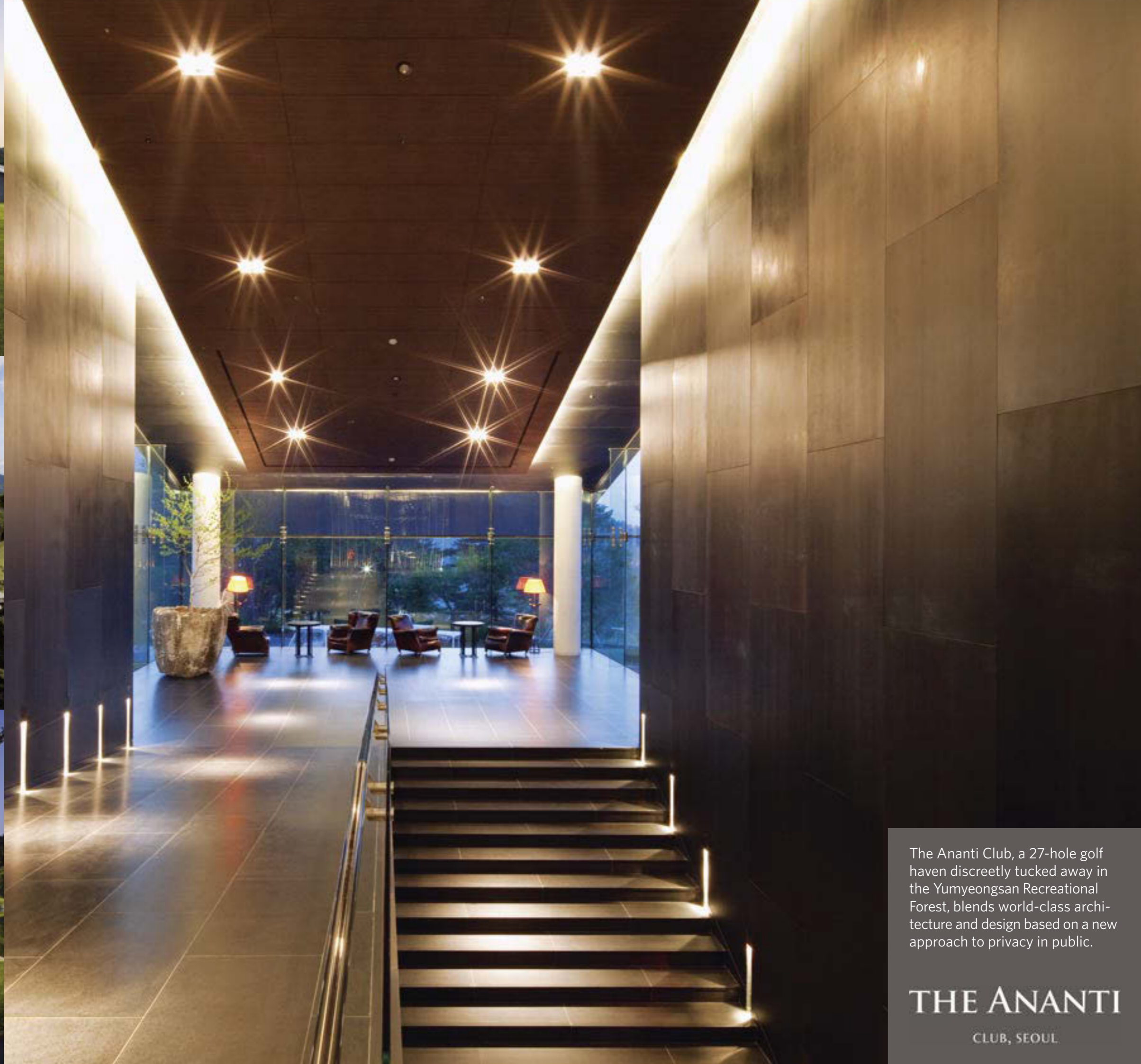
THE SETAI BY GHM
SOUTH BEACH, MIAMI

GHM PORTFOLIO



The award-winning Chedi Muscat boasts a spacious 103-metre outdoor pool, and a 370-metre private beach on the crystal-clear waters of the Gulf of Oman, where dolphins and turtles frolic among the region's most beautiful corals. This Arabian-Asian fairytale paradise is a true testament to GHM's dedication to style and design.

THE CHEDI
MUSCAT, OMAN



The Ananti Club, a 27-hole golf haven discreetly tucked away in the Yumyeongsan Recreational Forest, blends world-class architecture and design based on a new approach to privacy in public.

THE ANANTI
CLUB, SEOUL



The Ananti, nestling in the foot of Kumgang Mountain, has stunning views of the peninsula and is surrounded by resplendent mountain scenery. It is also one of the most beautiful areas in Korea overlooking the East Sea.

THE ANANTI
KUMGANG MOUNTAINS, NORTH KOREA



The Legian spells effortless resort living in contemporary chic, presented in an environment that makes you feel right at home. The oceanfront view lets guests enjoy the serenity of the island's natural beauty.

THE LEGIAN
BALI



A graceful, welcoming enclave of 11 exclusive villas combining a modern, yet elegant, style with traditional Indonesian design. Experience a new level of private luxury, right here in the heart of Seminyak.

THE CLUB
AT THE LEGIAN
BALI



The Chedi Chiang Mai, once the compound of the British Consulate, successfully combines a city location and the tranquil riverside feel of a resort set in the heart of central Chiang Mai.

THE CHEDI
CHIANG MAI



An exclusive 20-villa resort in the highlands of Bali, spread over five hectares of landscaped gardens and undulating rice fields, this is the perfect place to become one with nature.

THE CHEDI CLUB

TANAH GAJAH, UBUD, BALI



Amidst Vietnam's richest cultural heritage, a clutch of sophisticated and visually striking villas lines the dramatic beachfront. This is home to The Nam Hai, GHM's awardwinning resort in Hoi An, a UNESCO World Heritage Site.

THE NAM HAI
HOI AN, VIETNAM



First opened in 1901, The Strand is a national landmark, renovated to reflect the epochal 1920s and 1930s. This iconic landmark represents the grandeur of a bygone era, its colonial charms still capturing the hearts of many tourists to this day.

THE STRAND
YANGON

THANKS FOR ALL THE PRAISE!

GHM hotels have already received awards from more than 50 trade publications and highly regarded media worldwide – even more, in fact, if we include the awards bestowed upon hotels ceded by GHM following successful conclusion of long-term contracts. All these awards are the result of millions of votes cast by the readers of these various publications as to what they believe to be the best hotels and resorts around the world. GHM feels especially honoured that no fewer than 35 of those awards were received from Condé Nast Traveller (published in separate UK and US editions), the 'hotel bible' for discerning individual and frequent travellers. GHM, whose establishments all feature among the Leading Hotels of the World, is very proud of these awards and is extremely grateful to all those guests who praised and voted for its hotels. This positive feedback provides a strong incentive for GHM to maintain its high standards and ensure that its existing and future hotels continue to further enhance its already enviable reputation.

SELECTION OF HIGHLIGHTS*:

THE SETAI SOUTH BEACH, MIAMI

CONDE NAST TRAVELLER: The World's Best Places to Stay; Top Ten Hotels in the U.S. and No 1 Hotel in Florida; Best Ambiance/Design. • TRAVEL & LEISURE: No. 9 in World's Best List; World's Best List for Large City Hotels US and Canada. • JOHANSENS AWARDS: Most Excellent Hotel. • U.S. NEWS: No. 1 Hotel in Miami Beach. • HOTELS MAGAZINE: 10 Great Hotel Restaurants of the World. • CENTURION MAGAZINE: Reader's Choice No. 2 Spa & Wellness Hotel Americas. • WINE SPECTATOR: The Best of Award Excellence. • VIP INTERNATIONAL: Most Wonderful Suite. • TRIP ADVISOR: World's Sexiest Hotel. • FOOD & WINE: Best New Wine List. • TRAVELLER'S CHOICE AWARD: Hippest Hotels of the World.

THE LEGIAN BALI

DESTINASIAN MAGAZINE: Best Hotels and Resorts. • WINE SPECTATOR: Award of Excellence. • SMART TRAVEL: Asia Best Travel Brand; One of the Best Boutique Hotels. • THE ULTIMATE SPA GUIDE: One of the top spas in Asia. • TRIP ADVISOR: Top 100 Luxury in World. • SPAASIA: Spa with Most Original Treatment Menu.

THE NAM HAI HOI AN

THE LEADING HOTELS OF THE WORLD: Commitment to Excellence Award for Commitment to Community; Commitment to Quality Award. • CONDE NAST TRAVELER: Top 20 Resorts in Asia; One of the Top New Hotels and Spas in the World 2007. • SMART TRAVEL: Asia Best Travel Brands; No. 1 Leisure & Hotels & Resorts; No. 4 Spa Hotels & Resorts; No. 1 Leisure & Hotels & Resorts; Travel A-List. • Asia's Best Travel. • HARPER'S BAZAAR: Travel A-List. • COUNTRY & TOWN HOUSE: Top 10 Overseas Spa Resorts. • LONELY PLANET + BBC TRAVEL: Top 10 Dream Business Destination. • ASIA SPA & WELLNESS FESTIVAL: Gold Awards, Best Destination Spa. • ASIA PACIFIC PROPERTY: 5-Star Architecture Award. • TTTG TRAVEL: Best Beach Resort. • FROMMERS REVIEW: The Best Resort in Vietnam. • ARRIVALS & DEPARTURES AUSTRALIA: Asian Resort of the Year 2008. • TRAVEL & LEISURE USA: The World's Designed Resort. • CIGAR AFICIONADO USA: The World's Best New Beach Resorts 2007.

THE STRAND YANGON

ASEAN Green Hotel Standard Award. • TRAVEL & LEISURE: One of The World's Best Hotels; No. 8 Top Hotels in Asia. • CONDE NAST TRAVELLER: The Hot List.

THE CHEDI CLUB TANAH GAJAH, UBUD, BALI

CONDE NAST TRAVELLER: The Hot List. • WORLD TRAVEL AWARDS: Indonesia's Leading Boutique Hotel.

THE CHEDI MUSCAT

CONDE NAST TRAVELLER: Readers' Travel Awards No. 1 in the World's Top 100, Best Overseas Leisure Hotels in the Middle East, Africa & the Indian Ocean; No. 1 in Spas in the Middle East, Africa & the Indian Ocean; No. 1 in Leisure Hotels in the Middle East, Africa & the Indian Ocean; No. 2 in the World's Top 100. • WINE SPECTATOR: The Best Award of Excellence. • OMAN TODAY'S RESTAURANT AWARDS: Best Ambiance, Best Service, Best Fine Dining, Best Middle Eastern, No. 2: The Arabian Courtyard, Best International.

THE CHEDI CHIANG MAI

THE LEADING HOTELS OF THE WORLD: Commitment to Quality. • CONDE NAST TRAVELLER: Top Hot Spas. • HONEY-MOON & TRAVEL: Circle of Love - The Best Dream Resort. • TABLET HOTELS: Selection Awards - Excellence in Service, Accommodation and Guest Satisfaction. • COUNTRY CLUB: Travel Collection. • THAILAND TATLER: Thailand's Best Restaurant 2007. • TTTG TRAVEL AWARDS: Best Spa. • HOTEL CLUB: Best Hotels & Resorts in Asia.

THE ANANTI CLUB SEOUL

ASIAN GOLF: Monthly Awards, No. 2 in Best Course Renovation in Asia/Pacific.

THE ANANTI KUMGANG MOUNTAINS

KOREA WOOD DESIGN AWARDS (MIFAFF): Grand Prize. • KOREA SPACE DESIGN FESTIVAL (SDAK): 2nd Prize.

* For more details, see GHMhotels.com



AWARDS SEASON

GHM AWARDS



Since 2010, GHM has been the main sponsor of EHC Arosa, one of Switzerland's most celebrated ice hockey clubs, winner of no fewer than nine championship titles in the sport's top league. Only two other clubs have more titles to their name. In 2011 the team won the top amateur league. GHM is the first ever Asian group to sponsor an ice hockey team in Europe.

www.ehcarosa.ch



GHM has supported the Swiss College of Hospitality Management (SHML) in Lenk since the college's inauguration in 2009. SHML is Switzerland's first 'boutique hotel' school and has a training concept that dovetails seamlessly with GHM's philosophy. In addition to providing training, GHM ensures that students find suitable trainee posts and actively nurtures talented newcomers to the hospitality trade.

www.shml.ch



As a company, GHM is also actively involved in the Asian arts scene, just as artists produce art from empty canvases, GHM works with architects and designers to create top-quality lifestyle hotels that admirers of style and class will appreciate. GHM's patronage of the arts was evident in the 'Songs of Ubud' exhibition, where the group was the main sponsor. The acclaimed show, which displayed 70 works by 30 contemporary artists, was organised by One East Asia and Larasati Auctioneers.

www.oneeast.com

GHM AND THE COMMUNITY



KERRY HILL ARCHITECTS: Kerry Hill, director of the Singapore-based architecture practice, was born in Australia but lives in Singapore. He graduated from the University of Western Australia in 1968 and moved to Southeast Asia in 1971. In 1979, with several buildings already to his name in Hong Kong and the United States, he set up his own company. Hill has won an impressive array of architecture awards. In 1993 he laid the foundations for GHM's exceptional architecture by designing The Datai in Malaysia, which gained him a prestigious Aga Khan Award. In 1997 he received the RAIA International Award for the Genesis Building, a cutting-edge complex in Singapore that combines elements of modern design and traditional Asian construction. Hill, who is currently an Adjunct Professor at the University of Western Australia, received the Gold Medal from the Royal Australia Institute of Architects in 2006. In 2010, he went on to win the Singapore President's Design Award and was subsequently named Designer of the Year. Today's up-and-coming architects regard the media-shy Hill as a design guru, whose feel for space has deeply influenced contemporary building style.

www.kerryhillarchitects.com



TADAO ANDO: Born in 1941, Ando is one of the most renowned contemporary Japanese architects. Characteristics of his work include large expanses of unadorned architectural concrete walls combined with wooden or stone floors and large windows. Active natural elements, like sun, rain, and wind are a distinctive feature of his style. He has designed many notable buildings, including Row House in Sumiyoshi, Osaka, 1976, which won him the Annual Prize of the Architectural Institute of Japan in 1979, the Church of Light in Osaka in 1989, the Pulitzer Foundation for the Arts in St. Louis in 2001, the Modern Art Museum of Fort Worth in 2002 and 21_21 Design Sight in Tokyo in 2007 and the Punta della Dogana museum in Venice in 2009. His many awards include: a Gold Medal of Architecture from the French Academy of Architecture in 1989, The Pritzker Architecture Prize in 1995, a Gold Medal of the American Institute of Architects in 2002, and a Gold Medal from the Union Internationale des Architectes in 2005. Ando is an honorary member of the American Institute of Architects, the American Academy of Arts and Letters and the Royal Academy of Arts in London. He has also been a visiting professor at the university of Yale, Columbia, UC Berkeley and Harvard. He received the Japanese Order of Culture in 2010.

www.tadao-ando.com

Very few hotel groups have won as many awards and attract as many celebrity guests as GHM, which broke through into a class all its own when its very first hotel, The Datai, designed by Kerry Hill, opened to great acclaim in 1993. In 2001, the hotel went on to win a great honour, the highly coveted Aga Khan Award for Architecture. But that was just one chapter in a long success story, and since the triumph of its early days GHM has been a steady winner of other top awards for designs by the world's leading architects.

Just some of the hotels that have picked up awards for GHM are The Legian, designed by Hendra Hadiprana, and The Club at The Legian, designed by Shinta Siregar, in 1996; The Chedi Muscat, designed by Jean-Michel Gathy, in 2003; and The Setai, also by Gathy, in 2004. That same year Kerry Hill came up trumps once again with The Chedi Chiang Mai, and in 2006 Reda Amalou picked up an award for The Nam Hai. Jaya Ibrahim has won numerous prestigious awards for his interior designs, which give GHM's hotels their distinctive feel, setting them clearly apart from other top-class establishments.

Another new face that will be joining GHM's list of architects and design partners is non other than Pritzker Prize laureate Tadao Ando. Ando will be on board to design two of GHM's new developments – an exclusive villa project in Kona, Hawaii and a development adjacent to a forest retreat in Tomakomai, Sapporo.



JAYA IBRAHIM: Jaya is one of the world's most successful interior designers, whose introduction into the design world makes a great story. The son of a diplomat who became a private banker, he graduated from England with an economics degree but instead decided to pursue a career in interior design. He was washing dishes at the luxurious Blakes Hotel in London when he caught Anouska Hempel's eye and began working as her design assistant. Jaya, whose mother is of Javanese royal descent, returned to Indonesia in 1991 and started his own practice. The business's recent expansion – Jaya works under the name Jaya International Design with Bruce Goldstein – has offices in Jakarta, Singapore, Miami and soon, Shanghai.

www.jayainternational.com



REDA AMALOU, AW2 ARCHITECTS: Reda Amalou qualified as an architect at East London University and went on to found AW2, an architecture and interior design company, which he manages with his partner, Stephanie Ledoux. The company grew very fast and is based in Paris and in Ho Chi Minh City in Vietnam. Over the last few years, AW2 has been involved in designing top, luxury resorts, the first completed project being GHM's Nam Hai Resort in Hoi An, Vietnam, which has garnered international acclaim and won numerous prizes in the years since it opened.

www.aw2.net



JEAN-MICHEL GATHY, DENNISTON INTERNATIONAL ARCHITECTS AND PLANNERS: Jean-Michel Gathy qualified as an architect in Belgium in 1978 and worked for two-and-a-half years as a Consultant to the University of Liège. In 1983 he established Denniston in Hong Kong. The company now has 155 employees and Gathy remains its principal designer. Specialising in hospitality design, Denniston is considered one of the world's leading designers of boutique hotels. In 1987, Gathy made the acquaintance of Hans Jenni and Amanresorts Chairman Adrian Zecha, resulting in Gathy's design work for The Chedi Muscat and The Setai South Beach in Miami. Denniston has worked with numerous hotel management companies, including Amanresorts, Cheval Blanc, Armani Resorts, Park Hyatt, Mandarin, St. Regis and One&Only. Buildings designed by Gathy have won countless awards and Gathy himself was admitted to the prestigious Platinum Circle of Design in 2006.

www.denniston.com.my

ARCHITECTS AND DESIGNERS

GHM DESIGN

GHM is also in discussions with new partners to forge exciting joint ventures. We provide our guests and loyal customers with an all-round lifestyle experience and these new partnerships aim to take this to a new level.

AHN LUH

GHM is collaborating with Beijing Tourism Group (BTG), China’s largest tourism group and its first provincial-level, wholly state-owned tourism enterprise, to bring discerning travellers the Ahn Luh brand. The third partner in this joint venture partnership is Great Ocean Holdings, whose focus on key real-estate investment priorities as well as core cultural values through architecture is an asset to this partnership. Established at the end of 2011, the Ahn Luh brand brings the essence of old world Chinese hospitality to today’s context with contemporary elegance. Guests will be treated to an original urban resort concept, where tradition and modernity intertwine in areas encompassing service, architecture, decor and interior design. Present-day luxuries are artfully combined with timeless traditions at all Ahn Luh properties. The group’s first two properties are scheduled to open within the next 2 to 3 years. Ahn Luh’s hotels will come to market as 50- to 100-room properties, featuring 60m² rooms and 120m² suites. To complement each hotel’s spa, a resident Tai Chi master will run an on-site Tai Chi Centre.



THE NEXT 20 YEARS

PARTNERS

THE SETAI MUMBAI, INDIA

The vibrant, fast-growing metropolis of Mumbai will be home to GHM's Setai Mumbai, a development set to redefine luxury for India's richest city. This hotly anticipated property will build on the success of The Setai South Beach in Miami, and hopefully even surpass it.



THE NEXT 20 YEARS

PROJECTS



THE CHEDI CLUB SUZHOU, CHINA

This 36-suite luxury hotel boasts an unparalleled view atop Suzhou's tallest building in the new central business district of this historic city. The Chedi Club Suzhou offers space and tranquility coupled with truly elegant interiors, and complements stylish city living with proximity to renowned cultural and historical attractions.

THE CHEDI ANDERMATT, SWITZERLAND

GHM is setting a new milestone in Switzerland and new standards in the Alps, where Andermatt Swiss Alps will be the region's first year-round holiday destination. The Chedi Andermatt will bring GHM's legendary Asian touch to the location, providing a range of luxury accommodation for summer and winter travellers alike.



KONA, HAWAII

On Kona Hawaii, Pritzker Architecture Prize laureate Tadao Ando is engineering GHM's breakthrough into a new era of design and architecture. This partnership will create one of the most popular resorts, combining Ando's signature style with GHM's class and attention to luxury.



THE CHEDI KHORFAKKAN, SHARJAH, UAE

This oceanfront resort will blend the natural landscape of the Sharjah mountains and east coast to offer guests a superb view of this magnificent place. The Chedi Khorfakkan will be an unparalleled holiday retreat where guests can enjoy the raw beauty of nature.



THE CHEDI TAMOUDA BAY, MOROCCO

Situated near the UNESCO World Heritage Site of Tetouan, the location for The Chedi Tamouda Bay is already the favourite holiday destination of Morocco's royal family. This is GHM's first property in North Africa, and is certain to become one of the most important beach resorts on the Mediterranean coast.



MIDDLE EAST

The Middle East has long been associated with mysticism and exoticism. GHM successfully incorporated both elements in its design of the award-winning Chedi Muscat when it opened in 2003 and the hotel remains one of the best-loved resorts in the Sultanate of Oman. GHM's footprint in this region is set to expand further with the opening of The Chedi Khorfakkan, in Sharjah (UAE) in 2015.



THE NEXT 20 YEARS

DESTINATIONS

CUBA

Mention this jewel in the Caribbean and colourful images of carnival and conga music, Montecristos cigars and rum spring to mind. GHM will be planting its flag on the soil of this breathtaking island by creating of a resort that marries the distinct flavour of the Caribbean with the quality and ambience for which GHM hotels are famous.



BRAZIL

Brazil is one of the world's fastest-growing major economies. GHM's expansion to this captivating destination will not only open the doors to some of the world's most exciting cities, but will give guests every reason not to leave.





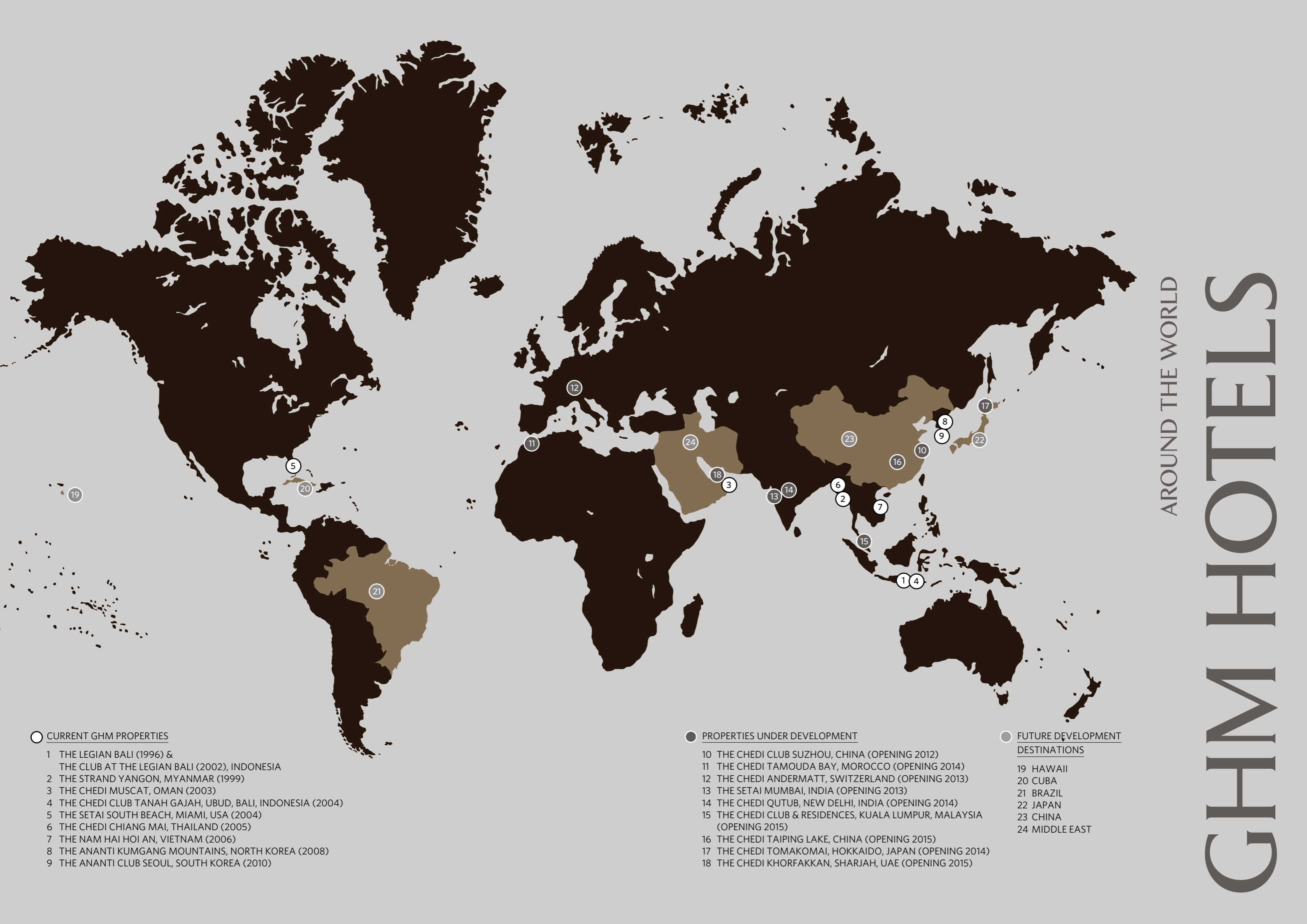
JAPAN

The exquisite beauty of Japan is epitomised in the contrast of its cities' sheer modernity with the scenic beauty of the countryside. An iconic project planned by GHM in the Land of the Rising Sun is set against the backdrop of a forest reserve in picturesque Hokkaido. Pritzker Architecture Prize laureate Tadao Ando will showcase his signature style through architectural elements echoing the natural form of the landscape, combined with the interplay of light and space.

CHINA

The Chedi Club Suzhou, GHM's first property in China, will open in late 2012. In addition, the group is also expanding its reach in China by developing the urban resort brand Ahn Luh. Marketed in collaboration with the biggest hospitality operator in China, Ahn Luh is set to redefine luxury travel in China and beyond through its unique positioning in this market.





AROUND THE WORLD

GHM HOTELS

THE LEADING HOTELS OF THE WORLD

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IMPRINT

THE MAGAZINE – A STYLE TO REMEMBER. It targets international readers who are intent on fulfilling their dreams.

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James Graf, Rita M. Schmidle, Graziano Arici, Neil Austen, Chameleons Eye, David Pearson, Ben Pipe, Presseagentur Dukas (Zurich, Switzerland), Rex Features, Andre Seale, Xinhua News Agency/Eyevine, Wesley Loh, Richard Se

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Tele.Translator.Network, Geneva (www.ttn.ch)

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Published and printed in Switzerland