

# THE MAGAZINE

A S T Y L E T O R E M E M B E R



No. 5

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









A

blogger who went to the trouble of compiling a list of the words with the highest number of hits on Google found that the most widely used term was the indefinite article “a”, followed by a series of other very unspectacular terms, including “the”, “to” and “in”. But that is not at all representative, because the count largely failed to consider non-English

words. There are no Chinese hits, for instance, yet China has the second highest number of Web users worldwide: more than 110 million of them. GHM does without figures, superlatives or star systems, believing that its products should speak for themselves. Nonetheless, it delights in any praise received from guests or critics. Well, The Datai Langkawi gets 8,110,000 Google hits. Moreover, according to Condé Nast Traveller, the ‘bible’ of professionals in the travel sector, and the 2008 Readers’ Travel Awards, four GHM hotels figure in the charts, with The Chedi Muscat proudly taking no less than second place in the Top 100. The popular CNBC European

Business Magazine also has The Chedi Milan in its Top 20.

The most important words that GHM has to say about this further motivating feedback from readers and guests happen to score 510 million hits on Google: “thank you”!

James Graf was born in Switzerland, but is now based in Southeast Asia where he has worked as a freelance journalist for numerous prestigious magazines and TV channels. Both as an expert on gambling and as a pioneer of Swiss casinos, he has been a mentor on the subject of “Political-economic analysis of lifting the ban on gambling” for students working on doctoral dissertations at the Universities of Basle and Zurich as well as at the Swiss Hotel Management School Lucerne and the International School of Tourism. At the same time, James Graf also works as a specialist publisher and, being a long-standing friend of GHM President Hans Jenni, is now producing GHM’s publication: THE MAGAZINE – *a style to remember*.

JAMES E. GRAF, EDITOR-IN-CHIEF

THANK YOU!





“In my view, the secret to success for any hotelier lies in not making anything complicated. Life is already complicated enough, and generally – on top of the general recollection of a welcoming, relaxing atmosphere – it is small things that our guests tend to remember. It may be a smile, a freshly made bed, a great salad or a refreshing glass of chilled white wine. It doesn’t really matter what it is, as long as something great happens. Time and time again we have seen that the simplest of things can have a tremendous impact, so great things can only be achieved if all the small things are done with great love and passion. This is exactly what we will set out to do with our new Club at The Saujana, which opened very recently and will give Kuala Lumpur the best possible hotel product. The way GHM is set up perfectly suits my way of running a business. Having the company’s trust and being given extensive personal leeway makes me feel very proud and motivated. Indeed, I consider myself very lucky and privileged to have been given the opportunity to work for a company that is as highly regarded and well respected as GHM.”

This father of two may be an Austrian but holds a German passport. He attended the School of Hotel Administration at Cornell University, gaining an Executive MBA in Hotel and Tourism Management. He then went on to work at such prestigious hotels as the Intercontinental in Geneva, the Kempinski Hotel Gravenbruch Frankfurt, the London hotels Claridge’s, the Mayfair Intercontinental and the Hyatt Carlton Tower. After rising to become the Area General Manager of two famous Salzburg establishments, the Schloss Fuschl Salzburg and the Arabella Sheraton Hotel Jagdhof, he ran the Annabelle Hotel in Cyprus before joining GHM in April 2005 to become General Manager of The Saujana.

GENERAL MANAGER, THE SAUJANA, KUALA LUMPUR

HERBERT LAUBICHER





Strategically located 30 minutes from Kuala Lumpur city centre and 35 minutes from the Kuala Lumpur International Airport (KLIA), The Club at The Saujana, Kuala Lumpur is nestled in 160 hectares of lush tropical gardens and scenic beauty. The resort's architecture, interior and outstanding accommodation reflects a contemporary Asian style incorporating local design elements. With the focus on ambient tones, personalised service and attention to detail, the boutique resort offers 105 rooms and suites designed to preserve Malaysian cultural and architectural elements. The Club at The Saujana also features two 18-hole championship golf courses designed by Ronald Fream. Each category of rooms has its own view of the water feature, lake, garden, pool or the golf course. In addition, guests can also make use of the facilities available at The Saujana Kuala Lumpur and The Saujana Golf and Country Club (SGCC) such as banqueting rooms, seven other restaurants, two additional pools and tennis and squash courts.

THE CLUB AT THE SAUJANA, KUALA LUMPUR

NEW OPENING









“The Leading Hotels of the World (LHW), which is still the leading alliance of quality hotels today, was founded back in 1928. In the meantime, 430 hotels have managed to gain membership of this elite group. The current quality catalogue defines 1,500 different standards to be met, and Leading Quality Assurance (LQA) is a highly efficient tool for hoteliers to use, helping them to raise their standards considerably. Hotels come to us of their own accord. In 2007, 100 establishments showed an interest in joining our ranks, but only 30 or so were actually accepted. Around 30 memberships lapse each year as well, as some hotels no longer manage to meet the required standards, or because their management or ownership changes.

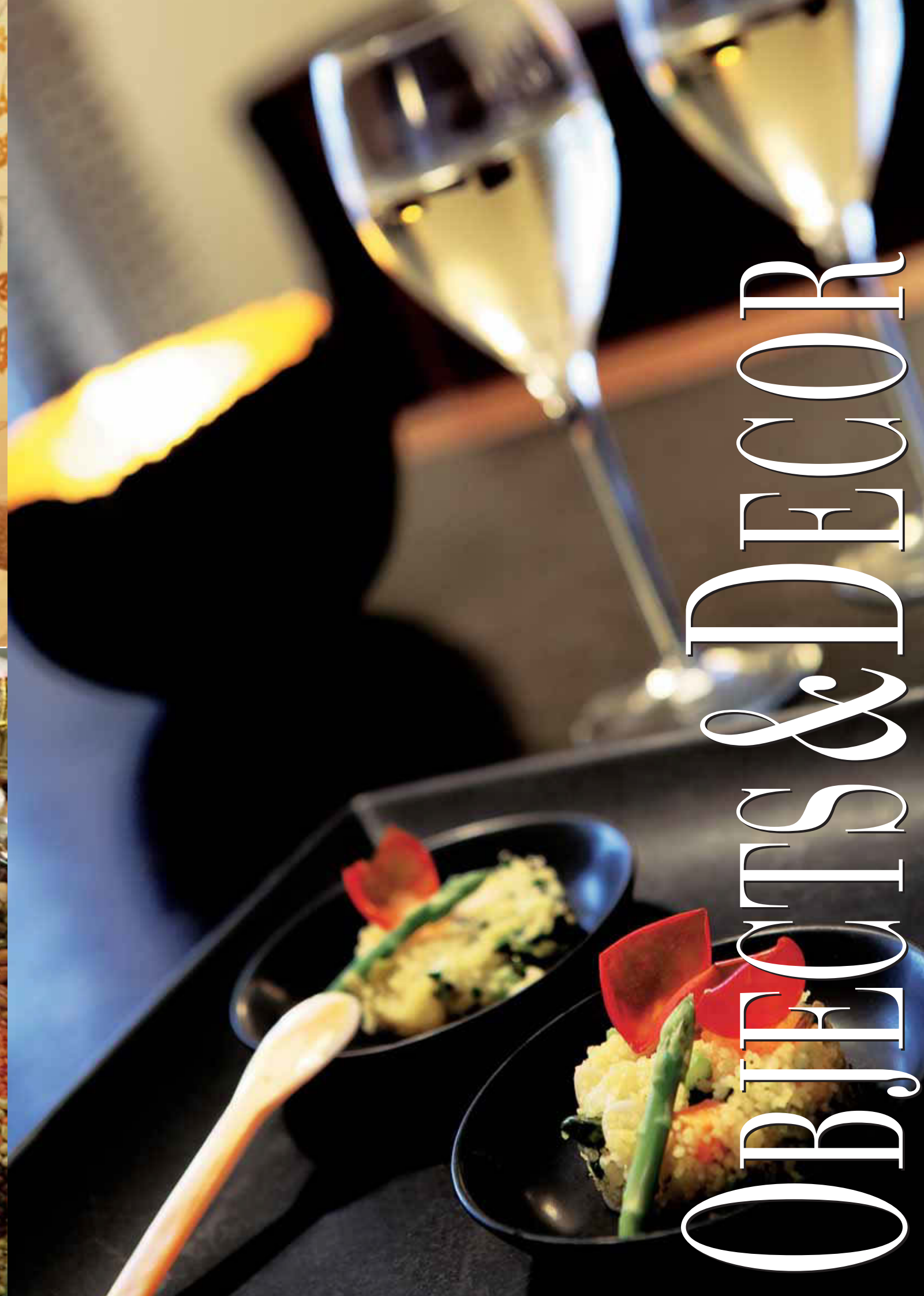
LQA has about 20 staff paying anonymous visits to hotels every day. If their assessment shows that a hotel has failed to meet the required standards, the hotel management is informed of the relevant weaknesses. Two follow-up visits are then scheduled over the next year, to make sure that any failings have been eradicated. I believe the hotel trade as a whole is currently undergoing a major transformation, becoming more creative, extremely dynamic and constantly on the lookout to raise its standards even higher. In fact, the situation today is almost as exciting and auspicious as it was back at the dawn of the 20th century, when the first hotels were set up, mainly in Europe, the USA and parts of Asia. I’m familiar with GHM’s hotels, having had the good fortune to visit various establishments, including The Setai in Miami. GHM is a truly exceptional group, with a tremendous, well-earned reputation, and it is recognised throughout the sector for the extraordinary service it provides.”

Swiss-born Jean-Jacques Gauer gained his diploma in hotel management from the Ecole Hôtelière in Lausanne in 1973. In 1990, he was appointed Chairman of The Leading Hotels of the World, Switzerland with subsidiaries in New York in the USA, the Cayman Islands and Guernsey. Since 1996 he has been the General Manager of the Lausanne-Palace & Spa hotel. In 1997, Johnson & Wales University conferred on him the degree of Doctor of Business Administration in Hospitality Management, Honoris Causa. In 2006 he became Chairman of Leading Interactive Reservations, New York, USA.

CHAIRMAN OF THE LEADING HOTELS OF THE WORLD

JEAN-JACQUES GAUER





# OBJECTS & DECOR





There are billions of gambling machines in the world, both in casinos and elsewhere. Moreover, new generations of slot machines are increasingly ousting traditional table games like roulette or blackjack. For example, table games account for a mere 4% of the gross takings of the top 158 casinos in France.

The first slot machine, called Liberty Bell, was developed by Charles August Fey, who was born in Vöhringen, Germany, in 1862. At the tender age of 15, as the sixteenth and youngest son of a poor family, he emigrated to the USA where he settled in San Francisco as a mechanic. In 1896 he invented the first 'one-armed

bandit' in his workshop. Today's machines are still essentially based on his original design of three reels covered with symbols and a slot for feeding in coins.

Initially punters played for non-cash prizes, but the legalisation of gambling triggered a worldwide boom, with continuing growth driven by electromechanical slot machines and video machines, which are now becoming even more popular than table games like roulette and poker, and now there are online slot machines too, of course. One of the rarest slot machines, today found only in museums, is the 1936 Bird of Paradise made by Watling, a US manufacturer.

Nowadays the market is dominated by makers like IGT, Bally or AGI.

# THE SLOT MACHINES





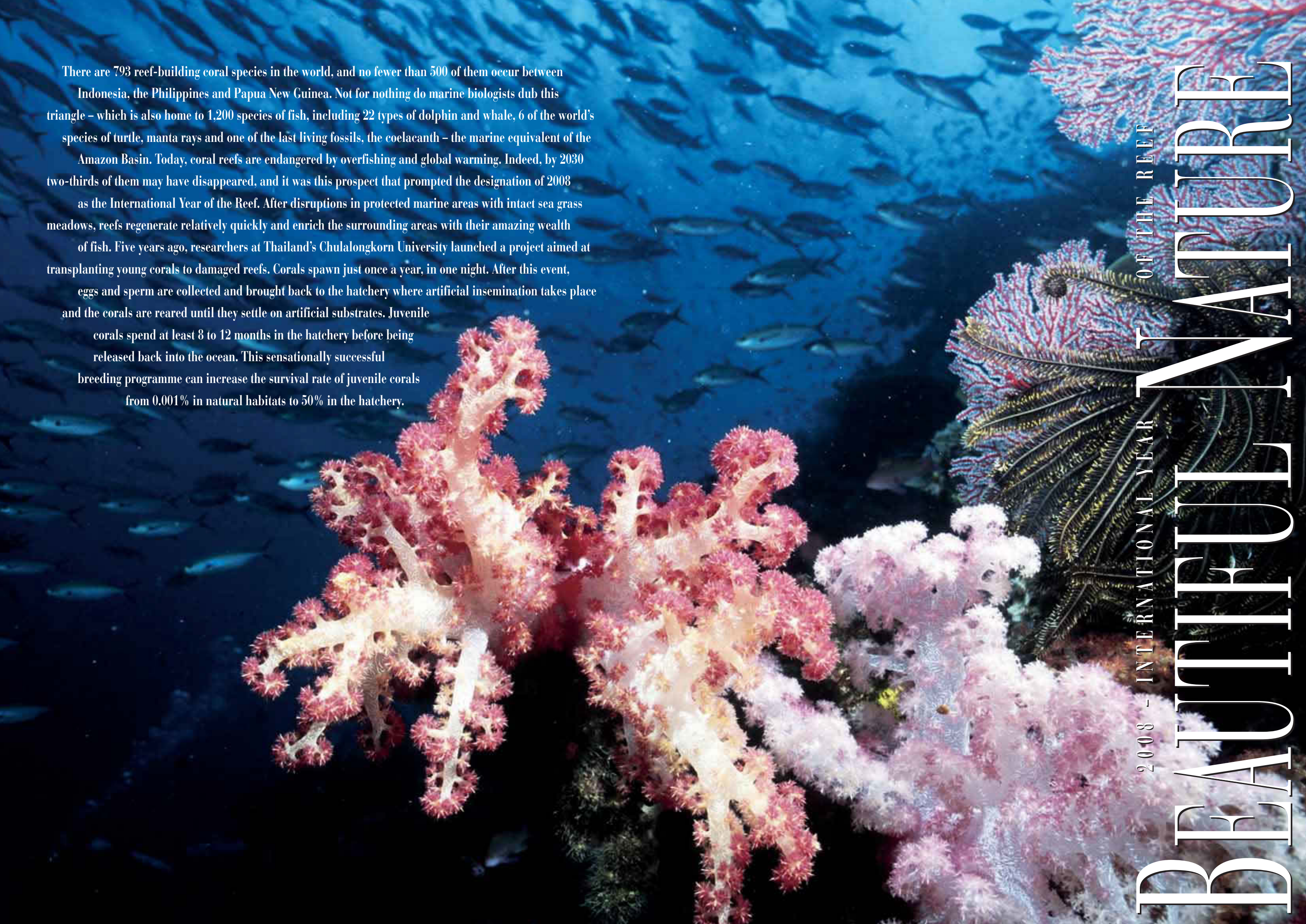
“Being Asian, I’m naturally service-oriented. In fact, this was a key factor in my decision to attend the School of Hotel Administration in Switzerland, rather than go off and study, say, economics. Hansjörg Meier, who is now General Manager at The Setai in Miami, greatly influenced me back then, always being there to act as my mentor. It was he who hired me from the Four Season Jimbaran resort in Bali to serve at The Legian. I soon came to recognise that my personal traits of enthusiasm and patience are also a real boon in a staff management context. Providing a service is like practising a form of psychology. It’s essential that a kind of win-win situation arises between the guest and the hotel employee. The top priority is making sure that guests are happy. Guests are the focus of everything we do, so we must build their faith and show we understand what they want, to make them really feel at home. We store guests’ preferences in a special computer system, so we can immediately respond to their requirements. Guests must feel that nothing’s too much to ask, be it an early check-in or check-out or special requests that may have to be met by suppliers from outside the hotel. GHM’s solid reputation has been built on providing a service of this calibre and paying attention to this level of detail. For us, personal contact with our guests really means something, as evidenced by the fact that the number of GHM’s return guests is rising sharply compared to other luxury hotels. I’m certainly proud of my employer, whose philosophy I share completely.”

The Indonesian Budiman Tanto attended ‘Les Roches’ hotel management school in Crans-Montana, Switzerland. He studied English Literature at Petra Christian University, then Professional Development at Cornell-Nanyang University in Singapore. Before joining The Legian, Bali in 2002, where between then and 2006 Budiman Tanto successively rose from Senior Sales Manager to Assistant Director of Sales, then Director of Human Resources and Director of Sales, he worked at the Palace Luzern in Switzerland and at the Four Seasons Jimbaran in Bali, where he was Marketing Analyst, and at the Sheraton Surabaya, where he served as Sales Manager. His previous assignment before taking up the post of Resident Manager at The Strand in Rangoon, Myanmar on 1 July 2008, was as Assistant Manager at The Setai Miami.

RESIDENT MANAGER, THE STRAND, RANGOON MYANMAR

BUDIMAN TANTO





There are 793 reef-building coral species in the world, and no fewer than 500 of them occur between Indonesia, the Philippines and Papua New Guinea. Not for nothing do marine biologists dub this triangle – which is also home to 1,200 species of fish, including 22 types of dolphin and whale, 6 of the world's species of turtle, manta rays and one of the last living fossils, the coelacanth – the marine equivalent of the Amazon Basin. Today, coral reefs are endangered by overfishing and global warming. Indeed, by 2030 two-thirds of them may have disappeared, and it was this prospect that prompted the designation of 2008 as the International Year of the Reef. After disruptions in protected marine areas with intact sea grass meadows, reefs regenerate relatively quickly and enrich the surrounding areas with their amazing wealth of fish. Five years ago, researchers at Thailand's Chulalongkorn University launched a project aimed at transplanting young corals to damaged reefs. Corals spawn just once a year, in one night. After this event, eggs and sperm are collected and brought back to the hatchery where artificial insemination takes place and the corals are reared until they settle on artificial substrates. Juvenile corals spend at least 8 to 12 months in the hatchery before being released back into the ocean. This sensationally successful breeding programme can increase the survival rate of juvenile corals from 0.001% in natural habitats to 50% in the hatchery.

2008 - INTERNATIONAL YEAR  
OF THE REEF  
BEAUTIFUL NATURAL



A legend lives again! Back in 1955, Formula 1 driver Stirling Moss set a record (which remains unbeaten to this day) in the Mille Miglia from Brescia to Rome in a Mercedes-Benz 300 SLR. Now the SLR is back on the tarmac again, in its most original form, as a roadster, complete with gullwing doors and side pipes. The new dream car is just as open, dynamic and beautifully designed as its historic predecessor. The 5.5-litre V8 compressor engine delivers 626 HP (0-100 km/h in 3.8 seconds and a top speed of 334 km/h) and is hand-built by the Mercedes-Benz subsidiary AMG. The SLR is definitely a vehicle for sportscar lovers who want to set themselves apart. The vehicle's price tag of 500,000 Euro already sets a new standard. Anyone interested in bagging an SLR will have to be quick on the draw: Only 21 of its predecessor, the SLR McLaren 722 GT RML, were made, and just 3,500 of the coupé and roaster were built, with the full production from 2007 already sold out.



MERCEDES SLR  
PREMIUM CARS





Condé Nast Traveller, a must-read publication for travel professionals, was once again highly complimentary of GHM in its Readers' Awards 2008. In its overall evaluation The Chedi Muscat ranked second in The World's Top 100 hotels, and top among all the establishments in the Middle East, Africa & Indian Ocean Islands. The verdict read: "You were taken by The Chedi Muscat, which scored above 90 in nine out of 10 criteria (you only marked it down for money)". In the Asia & the Indian Subcontinent category, The Chedi Phuket was quoted as offering "the highest standard/comfort of accommodation", which earned it second place, followed by The Datai. The Setai Miami also performed honourably in The Americas & the Caribbean. Among the Top 25 Business Hotels 2008 as judged by the highly regarded CNBC European Business Magazine, The Chedi Milan found itself in illustrious company alongside the Four Seasons George V in Paris, the Mandarin Oriental in Munich and The Ritz-Carlton in Moscow, taking thirteenth place and gaining the mention: "This recent addition to Milan, the first European link in the Asian GHM chain, has enjoyed a great first year, and with good reason".

THE CHEDI

MUSCAT, OMAN

THE CHEDI

PHUKET

THE CHEDI

MILAN

THE DATAI

LANGKAWI

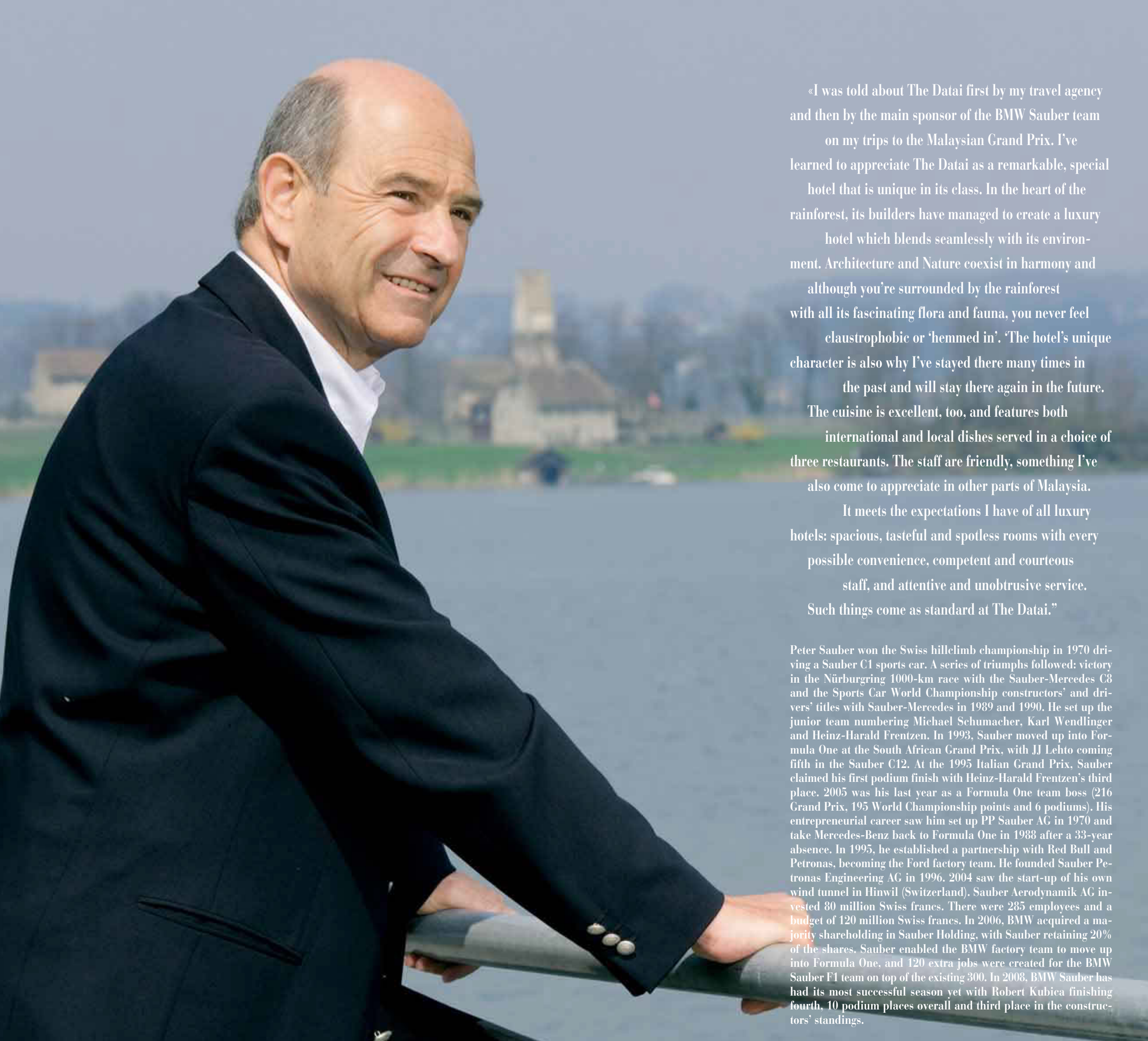
THE SETAI

SOUTH BEACH, MIAMI

CONDÉ NAST TRAVELLER: READERS' AWARDS 2008,  
CNBC EUROPEAN BUSINESS MAGAZINE TOP 25 BUSINESS HOTELS 2008

THE WORLD'S BEST





«I was told about The Datai first by my travel agency and then by the main sponsor of the BMW Sauber team on my trips to the Malaysian Grand Prix. I've learned to appreciate The Datai as a remarkable, special hotel that is unique in its class. In the heart of the rainforest, its builders have managed to create a luxury hotel which blends seamlessly with its environment. Architecture and Nature coexist in harmony and although you're surrounded by the rainforest with all its fascinating flora and fauna, you never feel claustrophobic or 'hemmed in'. 'The hotel's unique character is also why I've stayed there many times in the past and will stay there again in the future. The cuisine is excellent, too, and features both international and local dishes served in a choice of three restaurants. The staff are friendly, something I've also come to appreciate in other parts of Malaysia.

It meets the expectations I have of all luxury hotels: spacious, tasteful and spotless rooms with every possible convenience, competent and courteous staff, and attentive and unobtrusive service. Such things come as standard at The Datai.”

Peter Sauber won the Swiss hillclimb championship in 1970 driving a Sauber C1 sports car. A series of triumphs followed: victory in the Nürburgring 1000-km race with the Sauber-Mercedes C8 and the Sports Car World Championship constructors' and drivers' titles with Sauber-Mercedes in 1989 and 1990. He set up the junior team numbering Michael Schumacher, Karl Wendlinger and Heinz-Harald Frentzen. In 1993, Sauber moved up into Formula One at the South African Grand Prix, with JJ Lehto coming fifth in the Sauber C12. At the 1995 Italian Grand Prix, Sauber claimed his first podium finish with Heinz-Harald Frentzen's third place. 2005 was his last year as a Formula One team boss (216 Grand Prix, 195 World Championship points and 6 podiums). His entrepreneurial career saw him set up PP Sauber AG in 1970 and take Mercedes-Benz back to Formula One in 1988 after a 33-year absence. In 1995, he established a partnership with Red Bull and Petronas, becoming the Ford factory team. He founded Sauber Petronas Engineering AG in 1996. 2004 saw the start-up of his own wind tunnel in Hinwil (Switzerland). Sauber Aerodynamik AG invested 80 million Swiss francs. There were 285 employees and a budget of 120 million Swiss francs. In 2006, BMW acquired a majority shareholding in Sauber Holding, with Sauber retaining 20% of the shares. Sauber enabled the BMW factory team to move up into Formula One, and 120 extra jobs were created for the BMW Sauber F1 team on top of the existing 300. In 2008, BMW Sauber has had its most successful season yet with Robert Kubica finishing fourth, 10 podium places overall and third place in the constructors' standings.

PETER SAUBER, BMW SAUBER F1 TEAM

FRIENDS OF GHM

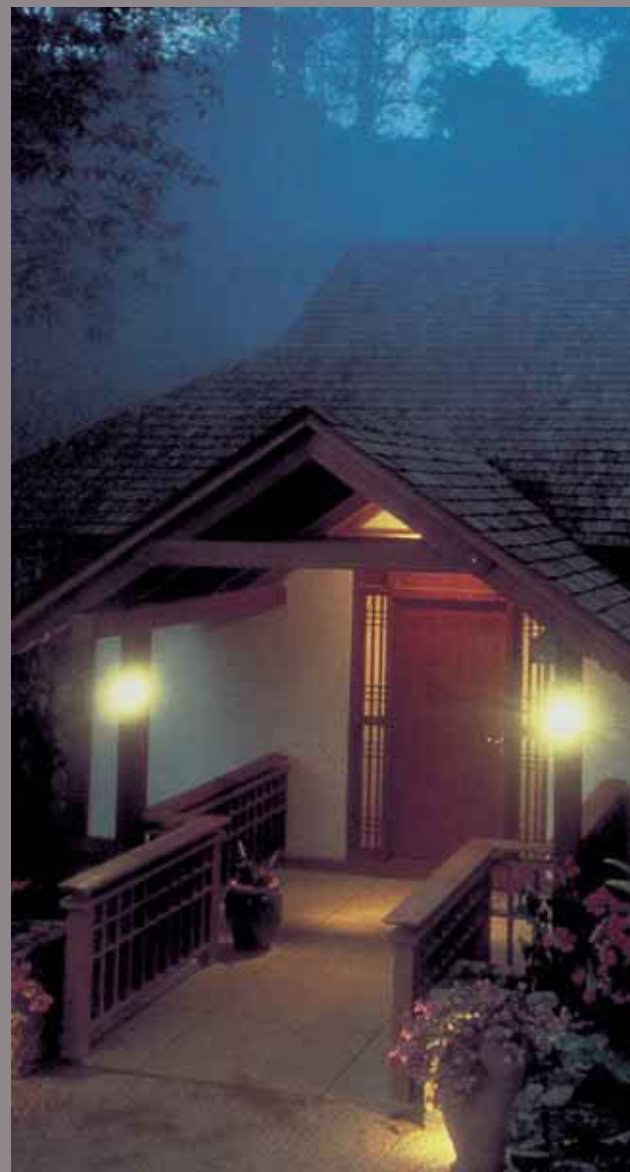




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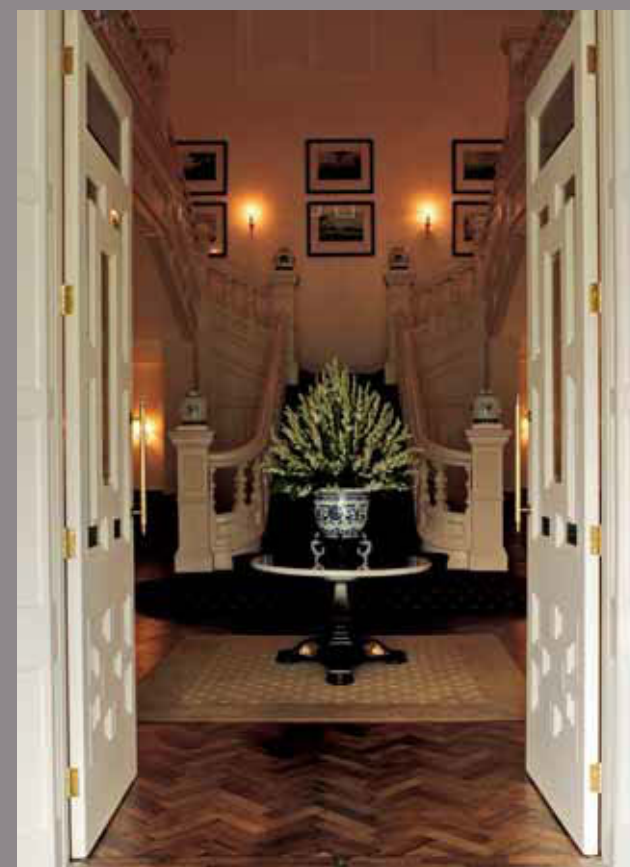




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THE SEATTLE AM

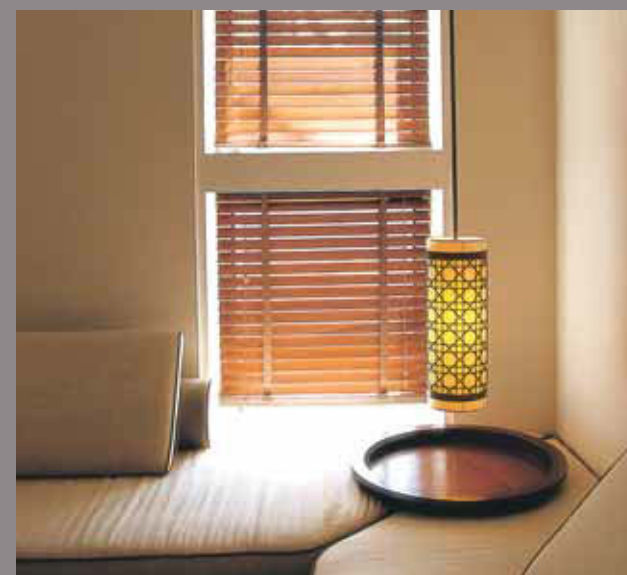




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FUTURE GHM PROJECTS

- THE SERAI CLUB, JIMBARAN, BALI (OPENING IN 2009)
- THE NIZUC, RIVIERA MAYA, MEXICO (OPENING IN 2009)
- THE YAMU, PHUKET (OPENING IN 2009)
- THE MALKAI, BARKA, OMAN (OPENING 2010)
- THE CHEDI, KILADA HILLS, GREECE (OPENING 2010)
- THE CHEDI, THRACIAN CLIFFS, VARNA, BULGARIA (OPENING 2010)



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who are intent on fulfilling  
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INFORMATION