

THE MAGAZINE

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



No. 1

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

Superlatives? For decades, debate raged in Denmark about where the Scandinavian kingdom's highest point lay. The Danish Geodetic Institute has now made new measurements and awarded the title of 'highest mountain' to Mollehoj in Aarhus, Jutland (170.86 metres), ousting Yding Skovhoj (170.77 metres) from the top spot. Denmark's tourists will have to readjust. Today, our society is used to superlatives



and is constantly seeking out new means of comparison. The hotel star system is one such means. While five stars were long synonymous with unbeatable luxury, some hotels now have seven. Not all of these stars shine equally brightly however. A few years ago the Turkish government decided it would only award casino licences to 4-star hotels, suddenly every hotel in the country had four stars.

THE MAGAZINE, our new publication, shuns superlatives. Indeed, the star system as a whole runs counter to the GHM philosophy which is to avoid

the temptation of competing with other hotels. And just as GHM is redefining the 'hotel' concept to create a whole new category of hotel, so THE MAGAZINE aims to offer the group's guests a new and alternative form of communication.

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. For many years he was a show business and sport business manager and promoter. He also led a team to victory in the Touring Car World Championship. Through JG Gaming Consulting his advice on gaming is sought by various state authorities, law enforcement agencies and universities. Alongside this James Graf also works as a specialist publisher and having been a friend of GHM Group President Hans Jenni for many years, he is now producing GHM's brand new publication: THE MAGAZINE – *a style to remember.*

JAMES E. GRAF, EDITOR-IN-CHIEF

SUPERLATIVES



"Nature is the book of life. You never stop learning from it. As a conservationist there are obstacles to overcome and people's minds to change. The best way into someone's head is through their heart. I discovered the myriad wonders of nature when out on trips into the jungle with my father. Those childhood expeditions were the best days of my life. I mixed with indigenous orang asli kids, went on fishing trips in traditional dugout canoes, spent days watching birds, crocodiles and monkeys and even heard tigers roaring in the distance. When I was nine years old, my father asked me what I wanted to be when I was grown up and I replied 'a conservationist like my childhood idol David Bellamy', one of the best in the business. My academic background is in the sciences.

Holidays spent on the island of Tioman brought about a drastic change in my life, prompting me to abandon my boring bank job. For three years I wandered from island to island to 'find myself' and ended up turning to nature and conservation work. The Datai has offered me a chance to indulge my passion to the full and its guests give me an opportunity to share that undying enthusiasm with them. The Datai's location could not be better and the hotel has become my home, the place where I can live out my philosophy of life and be true to myself, find my purpose and willingly work all out to achieve as much as possible. It is a place to which people can travel to experience the very special natural environment and gain an insight into the culture of the local inhabitants.

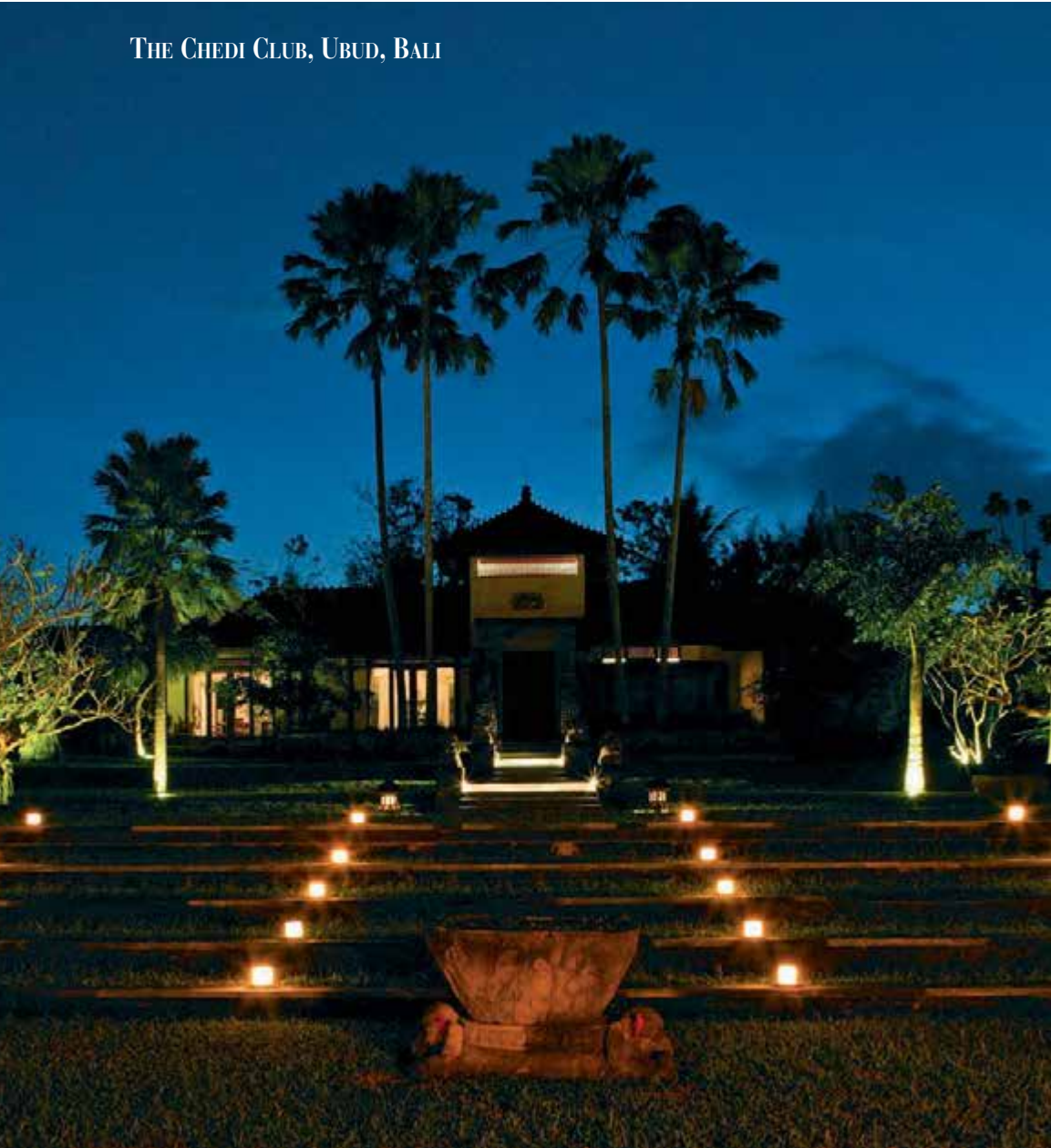
The Datai caters for the more aware, more responsible traveller. The building itself does not cry out for attention, but rather invites guests to explore its immediate surroundings."

Malaysian-born naturalist Irshad Mobarak has mixed origins. His father was Punjabi and his mother half-Irish, half-Portuguese. He served as an assistant to Professor Bernard d'Abrera at the British Museum of Natural History in London and later even met David Bellamy when his boyhood idol stayed at the Datai. Since the Datai opened he has been leading fascinating morning and evening walks there which, like the famous Natural History Mangrove Expedition, offer nature-loving visitors a truly unforgettable experience.

NATURALIST, THE DATAI, LANGKAWI

IRSHAD MOBARAK

THE CHEDI CLUB, UBUD, BALI

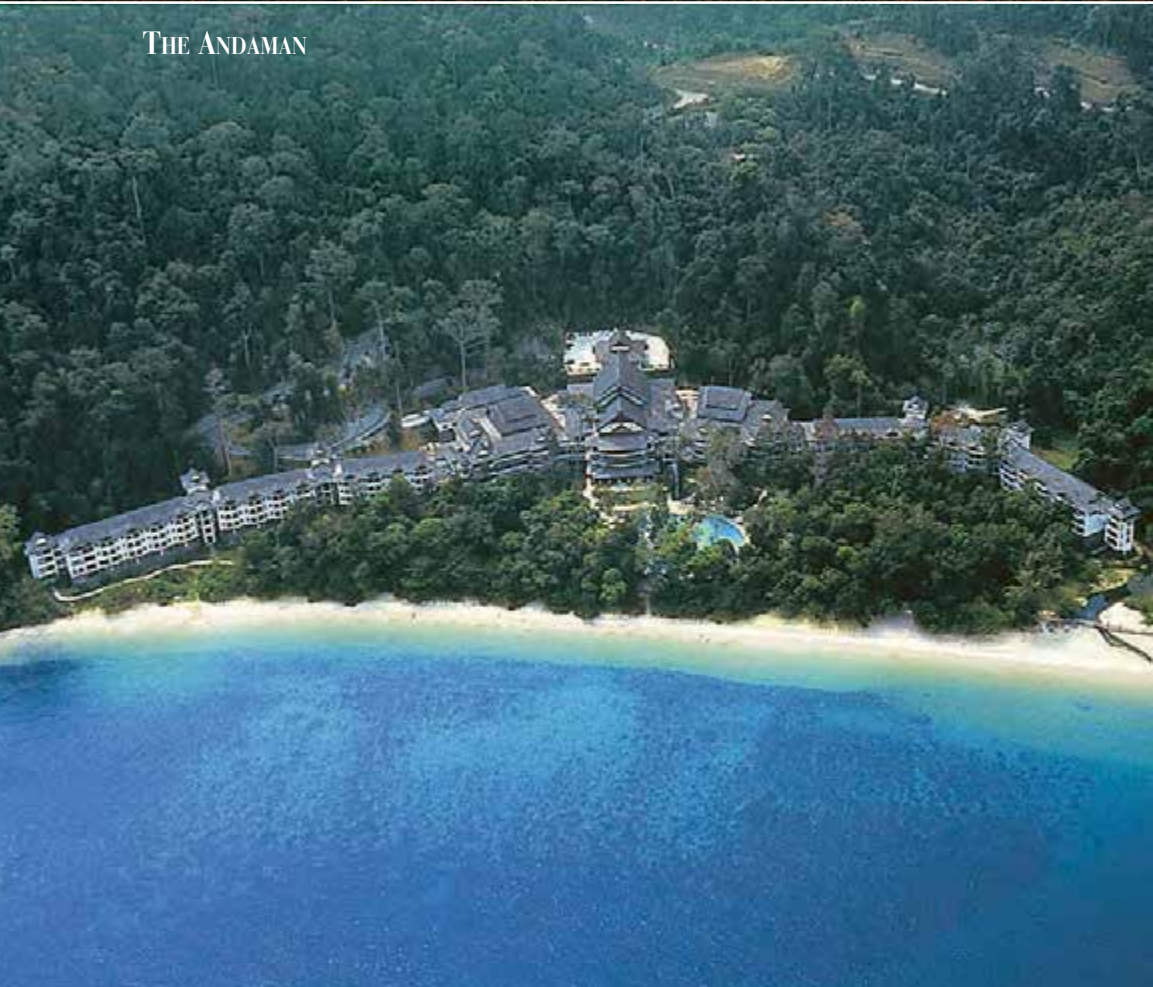


THE DATAI



VIEW

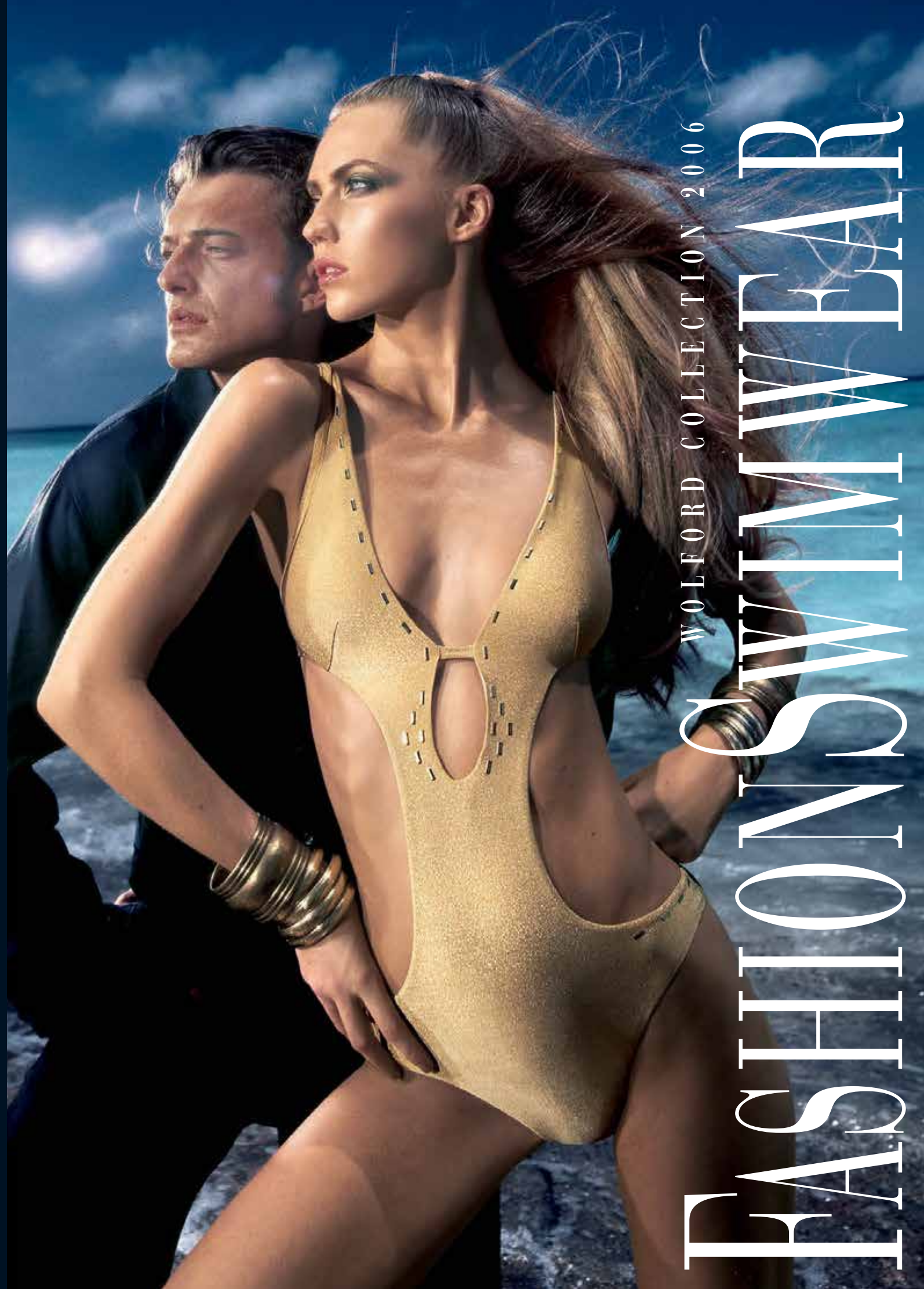
THE ANDAMAN



THE CHEDI CLUB, UBUD, BALI



OUTSIDE



WOLFORD COLLECTION 2006

FASHION SWIMWEAR



“I’ve adopted a simple, yet definitive, personal philosophy that has become my recipe for success, and it is this: Pursue excellence in everything you do, not perfection. Exude a sense of passion for your work and empathy in your dealings with business associates, colleagues, staff and guests. Ensure that you are committed to providing the highest level of service and the finest-quality products without compromising, so that your guests have a truly unforgettable experience.

There are various reasons why GHM is the right choice for me, quite apart from the tremendous leadership skills of Adrian Zecha and Hans Jenni. The fact that the company focuses totally on its product, rather than being market-oriented, is highly refreshing. The largely decentralised system makes GHM extremely attractive. This way of doing things facilitates decision-making and enables us to respond faster than we could in a more hierarchical structure. The primordial nature of the bohemian traveller will prompt the hospitality sector to become product-driven. The well-travelled guest will judge us on our conception of the ultimate in lifestyle possibilities.”

Manvinder Puri is an Indian national and naturalised US citizen. He has been GHM Hotels’ Vice President for The Americas since 2004 and served as General Manager for the opening of The Setai, South Beach Miami. His previous posts have included Group General Manager of Hong Kong and Shanghai Hotels Limited, owner of The Peninsula Hotels, Senior Vice President, Operations at Raffles Holdings, and Regional Senior Vice President, Asia Pacific, for Raffles International. Between 1991 and 1998 he served in several top positions, including Vice President Food and Beverage at Raffles International and head of the F&B department at British Airways. He was involved in re-opening Le Royal Phnom Penh and the Grand Hotel D’Ankor in Siem Reap. He launched his career in the F&B sector at celebrated hotels like the Ritz Carlton Mauna Lani, Halekulani Honolulu, Fairmont Chicago and Hyatt Regency Woodfield. Manvinder Puri speaks fluent English, German and French and has already won three prestigious awards being named Food & Beverage Man of The Year in 1997, gaining a Lifetime Achievement Award at the World Gourmet Summit in 2002 and winning an FTA Hospitality Award for Excellence as a Hotel Operator in 2004.

VICE PRESIDENT GHM HOTELS. THE AMERICAS.

MANVINDER PURI



THE LEELA



THE CHEDI CHIANG MAI



THE SETAI



THE DATAI

SLEEP & SWIM ROOM



“Blancpain has been in business since 1735 and hasn’t sold a quartz watch yet. Nor will it ever do so.” This single statement speaks volumes about the philosophy behind the world’s oldest brand of watches. As visitors to the factory in the tiny village of Le Brassue in Switzerland’s famous “Watch Valley” soon find out, there are no assembly lines at Blancpain. Instead – and this is one of the reasons why the brand is so popular – every watch is assembled from start to finish by the same craftsman. And all the components are skilfully and painstakingly finished and decorated by hand. The materials, tools and procedures used all bear witness to a venerable tradition that has continued unbroken for generations. Having said that, another key element of Blancpain’s corporate culture is to question long-standing watchmakers’ traditions and thus seek to push back the borders of what is mechanically possible.

For example, every day Blancpain’s watchmakers ask themselves questions like: “How can these watches be made easier to use? What kind of functions could we usefully develop?” Blancpain’s current range of watches covers the full range of traditional, but complex, models. These choice, limited-edition timepieces are top examples of the Swiss watchmaker’s art that has evolved over more than two centuries. The watches’ design is also entirely in keeping with Blancpain’s time-worn tradition. For instead of pandering to short-lived trends, the brand focuses solely on producing round timepieces with dials whose designs have established themselves as firm favourites in recent decades.

BLANCPAIN - THE WORLD'S OLDEST BRAND OF WATCHES

WATCHES & JEWELLERY



“My philosophy is to enjoy life to the fullest and embrace every experience positively, whether good or otherwise.

Respecting others is essential, especially when dealing with challenging issues. I never believe in forcing solutions to problems. My career and life philosophy must go hand-in-hand. I need to enjoy what I do and am always open to new ideas. Job satisfaction comes from being passionate and taking pride in one’s work. The years I spent in Asia have deepened my understanding and appreciation of the rich diverse cultural heritage of this continent, and of the intricacies of true ‘Asian hospitality’. These experiences will always be a part of me, and I will look back fondly on my time there. Looking ahead, I expect my latest appointment to be interesting and exciting. I am thrilled to be given this amazing career opportunity in a completely different world – the metropolis of Florida”.

Hans Jörg Meier began his training in the hospitality sector at the Belvoir Park Hotel Management School in Zurich and furthered his education at Cornell University in New York, attending summer courses and participating in the General Manager’s Programme in Summer 2002. After graduation, Meier filled a variety of key positions in prominent establishments such as the Hotel Bellevue Palace Bern, Swissotel The Bosphorus in Istanbul, before moving on to Asia to work at The Peninsula Hong Kong, Raffles Hotel Singapore and Raffles Hotel Le Royal Phnom Penh in Cambodia. In 1999, he joined CHM Hotels as Director of Food & Beverage at The Datai, Langkawi in Malaysia. From this he was duly promoted to General Manager of The Legian Bali and The Chedi Club at Tanah Cajah, Ubud, Bali. After living in Asia for more than a decade, Meier is now turning his gaze to the United States, where he is currently managing one of CHM’s newest developments, The Setai Miami in Florida.

GENERAL MANAGER AT THE SETAI, MIAMI

HANS JÖRG MEIER

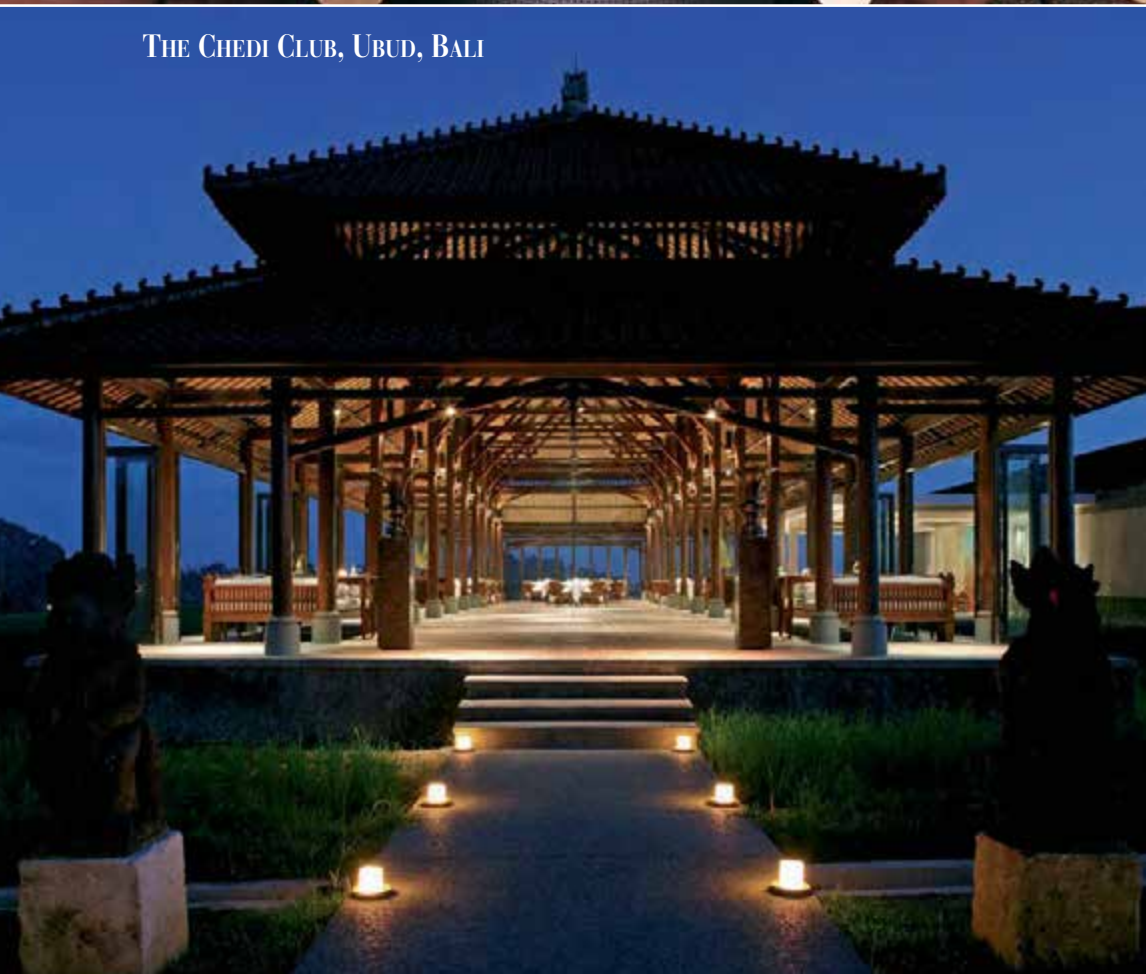
THE CHEDI MUSCAT



THE LEELA



THE CHEDI CLUB, UBUD, BALI



THE LEELA



DINING ROOMS & BARS

It's the art of building dreams. In 1910, in a disused dye works in the village of Molsheim in the Alsace region, the Italian Ettore Bugatti founded the workshop for rolling works of art: racing cars, sports cars and classical luxury cars. Every vehicle he produced was aesthetically packaged technological perfection. And that tradition is now being continued, after a lengthy break, by the Bugatti EB 16.4 Veyron. The Veyron occupies a niche all of its own in the world of car-making, for it generates a truly monstrous 1001 horsepower, making it the first series-produced vehicle to break the 1,000 hp barrier. Its 16-cylinder engine, with its seven-speed sequential gearbox and constant four-wheel drive, makes the Bugatti the fastest car ever built.

It rockets from 0 to 100 km/h in just 2.5 seconds, from 0 to 200 km/h in just 7.3 seconds, and from 0 to 300 km/h in 16.7 seconds, hitting a top speed of 407 km/h. By comparison, an MD11 jet takes off at 350 km/h! The price tag of over 1 million Euro, disclosed only upon request, gives the car very special status. Indeed, the number of lucky owners of these hand-built masterpieces, which went into production in 2005, will be limited to just 300, making a glimpse of their cars on the road as rare as a top lottery win.



BUGATTI EB 16.4 VEYRON

PREMIUM CARS



A STYLE TO REMEMBER





“I love living life to the full and meeting people from different cultures. My philosophy is always to treat other people the way I would like to be treated myself.

I’m proud of what I do and don’t take the opportunities that life offers me for granted. Because a hotel is a service provided for people by people, our staff are the key factor in determining our success - and we always have to bear in mind that a chain is only ever as strong as its weakest link. What sets GHM apart for me is the fact that it manages to create beautiful, stylish hotels where Asian influences form the basis of the service provided. They are also committed to playing a leading role in service concepts and technology. I appreciate the fact that GHM leaves its managers free to impart their own personal touch to each hotel; it’s so important, after all, to fire guests’ imaginations with innovative ideas and inspirational hotels... Chiang Mai is a very special place. It is firmly anchored in Thailand’s past and offers an insight into the traditional life and culture of the Thai people. It also brings together influences from the neighbouring countries of Cambodia, Myanmar, Laos and China, in a truly mystical way. Although The Chedi is located on the banks of the river Ping right in the heart of the city, when guests enter the hotel they find themselves in an oasis of courtyards with water features, gardens and trees that create a feeling of peace and tranquillity.”

Eleanor Hardy was born and brought up in Falkirk, Scotland. She studied Hotel Management then Marketing Management at the University of South Africa. Before obtaining her first job as Resident Manager at the Sandton Towers Inter Continental in Johannesburg in 1998, she held a variety of posts in Scotland, England and Australia. Her last job in Europe was as Executive Assistant Manager at the Savoy Resort Hotel in Funchal, Madeira. She joined the GHM Group in 2000 and was Executive Assistant Manager at The Datai for three years, before being promoted to General Manager at The Chedi, where she oversaw the hotel’s pre-opening phase.

GENERAL MANAGER, THE CHEDI, CHIANG MAI

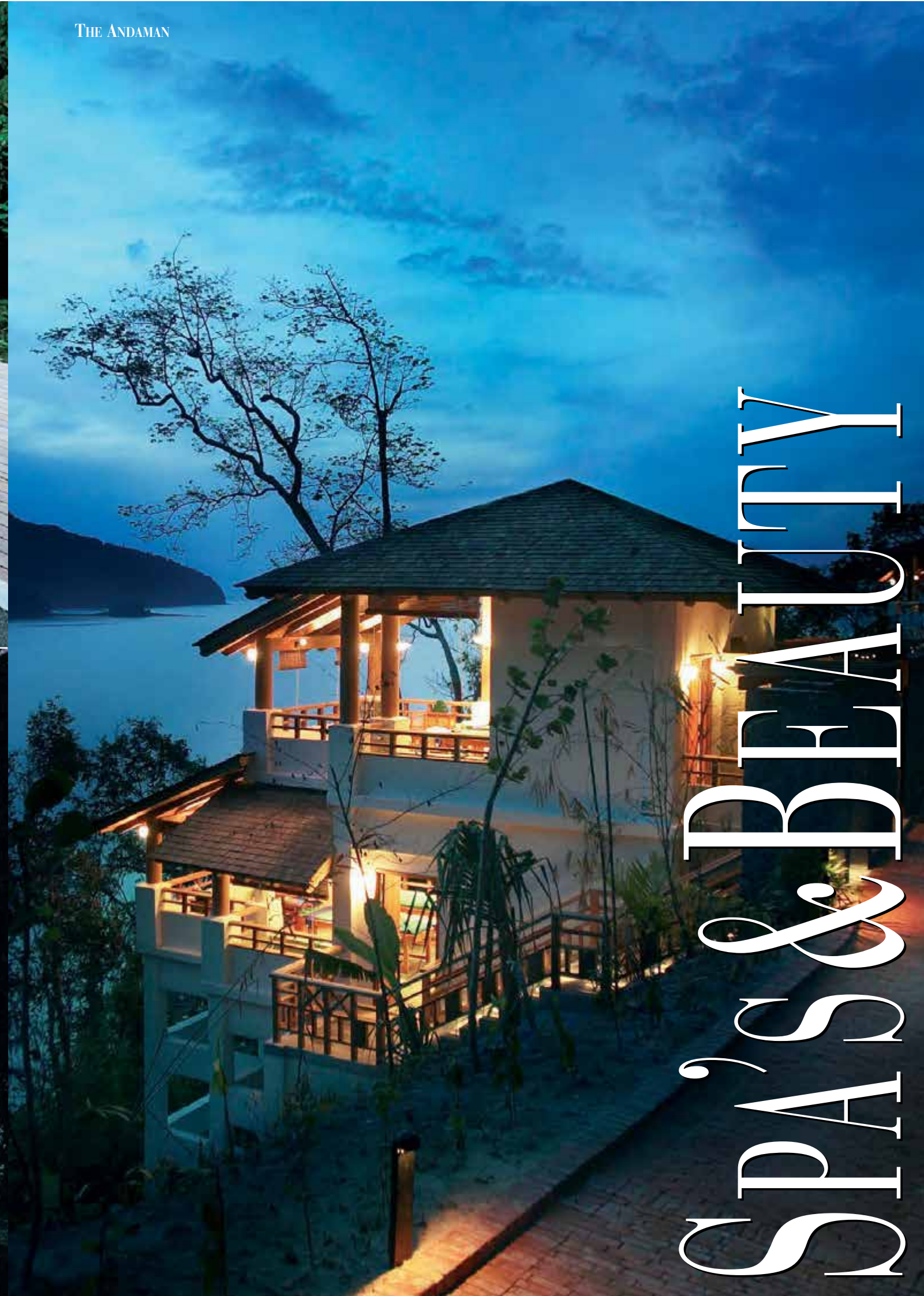
ELEANOR HARDY



THE DATAI



THE DATAI



THE ANDAMAN

SPAS, & BEAUTY



Wolford



As long as 350 years ago, noblemen commissioned scholars to delve into the mechanics of chance in a bid to help them improve their luck in gambling. Back then, researchers already recognised that coins, dice, playing cards and roulette balls have no memory. Today, in economic terms gambling is becoming more and more important worldwide. In fact in 2005 it was a sports betting company that won the accolade of European Share of the Year, increasing its value by more than 500%. In the United Kingdom, one online poker casino is already worth more than British Airways in terms of its market value. Every second, 3.4 sports bets are placed in Europe, and more and more punters are taking an active interest in their chances in games of luck. The result is astonishing: in Las Vegas' casinos, slot machines (which incidentally account for 70% of all casinos' profits worldwide) have payout quotas of 90-95% and occasionally peak at 101%! Here's a tip for anyone playing such machines: steer clear of machines offering high jackpots, because your chances of winning a super jackpot are incredibly low. Roulette is said to be the fairest table game, for the casino's advantage is just 1.35 to 2.7%. It is the lottery, which happens to be the world's favourite game of luck, that offers the worst chances of winning! In fact, mathematically you are more likely to be struck by lightning than to win a major lottery payout. And here's some advice that applies to all punters: the art of gambling is to stop in time.

For more information on tips and investments in games of luck by e-mail contact gamingconsulting@bluewin.ch

GAMES OF LUCK



BEACHES & POOLS

THE LEGIAN

THE CHEDI MUSCAT

THE SETAI



MOTORCYCLES

Live your dream is a motto that German motorbike designer Volker Sichler shares with the collectors of luxury bikes. The man from the Black Forest creates remarkable one-off, custom bikes. Each machine is literally tailored to his customers' requirements physical and other requirements. Freed from such constraints Volker Sichler's Hollister's Motor Cycles (www.hollisters.de) has developed its painstakingly hand-built limited edition Phantom and Excite bikes, brimming with hi-tech features. We modelled the prototype using special clay and then generated and digitised the technical data, piece by piece. The frame of the Excite is 3D-formed out of a single 100-kg block of aluminium and the light aluminium chassis is the fruit of meticulous craftsmanship. A special flip-flop enamel changes the bike's appearance in different light conditions. Even the way this fabulous bike starts is revolutionary, for instead of being switched on via an ignition, the 90 hp, 1700 cc engine is activated via an electronic Junghans watch. Even Sichler's friend, Willy J. Davidson, was won over at the centenary Harley Davidson Ride-in Show in Daytona, describing it as The nicest bike I have ever seen. Sichler certainly makes sure that these bikes are exclusive: only one Excite will be delivered per country, with the exception of his homeland, Germany, whose streets will reverberate to the roar of 16 of these sleek beasts.



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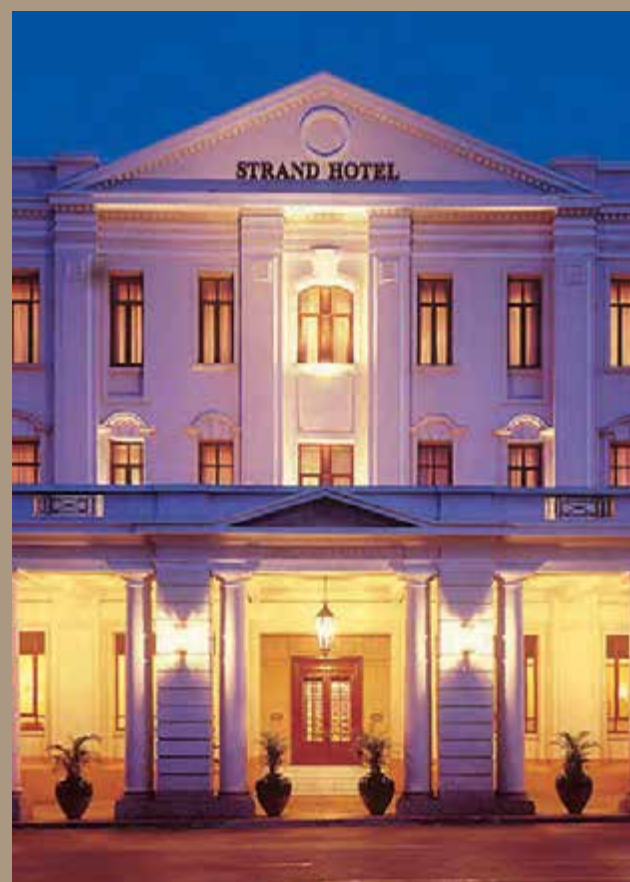
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