

THE MAGAZINE

A STYLE TO REMEMBER



No.12

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



THE AAYU
MUMBAI, INDIA

This is what the French author Antoine de Saint-Exupéry had to say on the subject of vision: "If you want to build a ship, don't drum up people to collect wood [...], but teach them to yearn for the vast and endless sea". Another, description, this time penned early in the 16th century by the Irish writer and satirist Jonathan Swift, author of Gulliver's Travels, went like this: "Vision is the art of seeing things invisible". A vision is a description of how something should turn out in the future. The aim behind a vision may be rather ambitious, but it

should not be divorced from reality. Visions comprise missions, values and strategies. For example, Christopher Columbus' mission was to discover the sea route to India, but his vision was to establish a trading empire, and of course he ended up discovering America. Values often exert a stronger influence than official orders, and strategy is a long-term approach based on fundamentals combined with the pursuit of strategic objectives over a lengthy time-frame. The countless exam-

ples of visions and visionaries range from the Seven Wonders of the Ancient World to Henry Ford, whose vision was to make a car for the masses, to the more recent entrepreneurs Richard Branson of Virgin Group and Steve Jobs of Apple. GHM sets out to realise visions, too, of course. The Group's very first resort, located in a rainforest setting, was a world first. And GHM's ongoing vision of creating totally unique new places to stay around the world will become even bolder in the future, with its new resorts built by architects of worldwide renown who are acknowledged visionaries in their own right.

James Graf, a truly cosmopolitan man with Swiss roots, earned an enviable reputation in Europe as a freelance research journalist and photographer for media and TV companies. However, being an expert on gambling, he has also advised government bodies in the USA, Canada and Thailand, and in 1991 helped to pave the way for the legalisation of casinos in Switzerland. He also mentored PhD students at the universities of Zurich and Basle and the Business and Hotel Management School in Lucerne on political and economic aspects of lifting the ban on gambling. For many years now he has been based in Asia, where he writes studies on people in hotels and has got to know some of the world's top establishments. It was through this work that he became a good friend of GHM President Hans Jenni, with whom he developed the idea behind THE MAGAZINE. Graf is passionate about what he does and always strives for perfection. THE MAGAZINE is his attempt to produce a publication whose original concept brings to life the GHM slogan: A Style to Remember.



JAMES E. GRAF, EDITOR-IN-CHIEF

VISIONS



When Clement Koh joined GHM in mid-2010, the group had ambitious plans for expansion, and his new role was to boost its brand profile by upgrading its sales and marketing infrastructure to meet GHM's legendary high standards. "I'd always admired GHM's portfolio, so this was an irresistible opportunity. I couldn't wait to get started!" he recalls. The new practices he has since introduced have greatly enhanced the company's digital marketing, revenue management, customer relationship management and brand communication capabilities – including the look of this magazine! No detail was too small to improve. "Right now the focus is on taking these skills to the next level and providing better support for our new developments at the pre-opening stage", he explained. "We strive for nothing short of perfection, and the key to achieving this is constant communication with and feedback from our hotels, GMs and sales leaders". Clement and his capable team are never content to sit back on their laurels and are constantly on the lookout for potential improvements and ways of eliminating potential weaknesses. "I'm so passionate about this company and excited about helping it reach a new pinnacle of brand recognition. The group has incredible vision and leadership behind it, and modern technology offers almost boundless opportunities for creating truly bespoke experiences for our guests". Clearly Clement relishes the challenge!

Clement Koh has over 20 years' experience in sales and marketing in the Asia-Pacific region, having worked with some of the most highly respected names in the hospitality industry. After graduating from the Singapore Hotel Association Training and Education Centre in 1987, top of his class, with a degree in hotel management, he won a scholarship at Cornell University. After starting out as a management trainee at the Mandarin Oriental Singapore, he moved to Marriott International to lead its sales and marketing team where he was named International Sales Leader of the Year for 1999. After nine years he returned to the Mandarin Oriental Hotel Group as its Vice-President Sales and Marketing, Asia-Pacific Region. Born in Singapore, Clement speaks fluent English and Mandarin, and is currently spearheading strategic sales and marketing planning for all GHM properties.

GHM VICE PRESIDENT, SALES & MARKETING

CLEMENT KOH



The Chinese script is the oldest still in use in the world. It works completely differently from Western writing systems, which are based on sounds, because it was a purely picture-based script. A symbolic picture with elements referring to the meaning was created for each object. This was painted from top to bottom and from left to right. This script is over 4,000 years old and hails from a period when humans led their lives only using a few items. How could this script survive into the modern age, when we have over four million entries in the English version of Wikipedia and almost a million in the Chinese version?

As time has gone on, the number of characters has exploded. In the time of Caesar, when the Romans built up the biggest empire that had ever been seen, armed with, among other things, their efficient phonetic alphabet of 26 characters, the Chinese script already had more than 10,000. After Gutenberg had laid the foundations for the modern era of science and industrialisation with his invention of printing, the writers of Chinese script followed suit and created an ever-growing number of scarcely distinguishable characters: by the end of the 19th century there were character lists that encompassed almost 90,000 entries.

Is this a real mishmash then, where nobody can understand what anybody else is writing anymore? Since 1956, the Communist Party has taken action against the inflation of characters and restricted their number with a series of reforms. In 2009, the Chinese Ministry of Education published a list that nonetheless contained no fewer than 8,000 standardised characters. However, people have the ability to read and write when they can master only 1,500 to 2,000 characters. And fortunately nowadays young Chinese can use their mobile phones to look up rarely used characters.

Can the efficiency of a writing system be measured? It is a question that divides specialists in neurolinguistics. In the technical world, the efficiency of the communication between two devices – for instance, modems or internet routers – is measured in baud, in other words the number of signs that can be transmitted every second. If a system like this for measuring languages was established, the Chinese script with its symbols would most likely come out better than the longer-winded phonetic alphabets. However, it requires a lot of effort to master: whereas a few months are enough to get the hang of the 26 letters in the Roman alphabet, it takes a lifetime to learn the numerous Chinese characters.

CHAOS OR ORDER?

CHINESE SCRIPT

GHM hotels are often seen as a class apart from other luxury hotels – an undoubted advantage these days. You won't find groups of tourists in GHM hotels, but for the most part, enthusiastic returning guests. Put in simple terms, it is like a close group of friends continually having reunions in one GHM hotel after another. The annual GHM Roadshows are similarly unique occasions, bringing together a selection of leading tour operators in locations across the world. In Europe for example, the end of 2012 saw the culmination of GHM's 20th anniversary celebrations: the GHM party visited Hamburg, Frankfurt and Munich before climbing 1,800m to the snows of Arosa, where GHM is the premium sponsor of the town's historic ice hockey club. The purpose of the Roadshow is not just to present GHM, but also to talk about its plans and to exchange feedback, a process which helps the company to further improve for the benefit of its guests. It is interesting to hear what the professionals have to say about GHM:

"GHM guarantees top quality in all areas of service and special attention to detail in hotels architecture."

Karin Orduna from Polyglott Tours & Travel

"A guest can really feel the staff's sense of personal commitment, which is a decisive element in creating the feel-good factor and in making the guest want to come back again."

Bruno Zehnder of Parade Reisen

"GHM is a collection of select, luxurious and high-quality hotels. I don't have a moment's hesitation recommending them to my demanding customers."

Ralph Angst, Kuoni Customer Advisor

"The hotels enjoy an excellent reputation for their perfectionism, professionalism and top service among our demanding customers."

Rolf Helbling from Helbling Reisen

"We like to work with special hotels. GHM Hotels is our ideal partner."

Marcel Goetz of Tourasia

"GHM Hotels is a reliable partner for our worldwide travel business and we are glad to entrust our customers to GHM, knowing that they are in good hands and sure that they will return home refreshed and happy. So we are pleased to recommend GHM Hotels and are proud of the partnership we have with them."

Thomas Stirnimann, CEO of the Hotelplan Group

TRAVEL AGENCY MANAGERS' SUMMIT

GHM ROADSHOW

Front row left to right: Hung Chung (Asiatic Travel), Karin Orduna (Polyglott Tours & Travel), Hans R. Jenni (President GHM), Thomas Stirnimann (Hotelplan), Rolf Helbling (Helbling Reisen), Nina Lüscher (Kuoni Reisen), back row left to right: Ralf Angst (Kuoni Concierge), Eva Wey (American Express International), Hans-Jörg Hagger (Reisebüro Buchs), Bruno Zehnder (Parade Reisen), Marcel Götz (Tourasia).



When the world's largest news agency Reuters (founded in 1851) launched its first press service, it used carrier pigeons covering distances of up to 1,000 kilometres per flight at average speeds of 100 km/h. The Swiss Armed Forces only shut down their carrier-pigeon service in 1996, releasing their 30,000 or so pigeons into the civilian skies. All the signs are that the postage stamp, in its time one of the world's most revolutionary inventions, is doomed to a similar fate. Denmark stopped producing stamps in 2012 and Sweden plans to follow suit. Interestingly, the world's most expensive stamp hails from Sweden: the "3 skilling banco error of colour" (also known as the "Treskilling Yellow"), only one example of which survives, made 2.5 million Swiss francs when last auctioned in Geneva. In 1886, young collector Georg Wilhelm Baeckman found the stamp in his grandmother's attic and sold it to a stamp dealer for seven Swedish kronor. After that, it changed hands many times until a buyer whose identity remains unknown purchased it in 1996, making it in terms of ratio of price to weight not only the most expensive stamp in the world today but also the most expensive item in the world! The postage stamp was invented in 1840 by Sir Rowland Hill. The world's first stamp was the Penny Black, printed in the UK and bearing the head of Queen Victoria. The idea was simple: the sender paid the cost of postage for the recipient so that even poor people could receive post. But these days, with much communication now free of charge, stamps – the world's first invention involving pre-payment – appear increasingly redundant. And the internet is only hastening their demise.

Thankfully for the countless philatelists around the world, a few small states such as Vatican City, Liechtenstein and San Marino produce stamps mainly to sell to collectors. Innovative stamps aimed specifically at collectors are also being devised: for the UEFA EURO 2008 football championships, Austria brought out the first example of a new kind of stamp, featuring a six-second motion picture of the goal scored by Andreas Herzog at the Austria-Sweden World Cup qualifier in 1997.

As early as 1973, the kingdom of Bhutan issued a special set of stamps printed with scented colours. In 2009, stamps smelling of chocolate, using microcapsules incorporated into the printer's ink, appeared in France to mark the 400th anniversary of a chocolate-maker, and in 2010 the German postal service Deutsche Post produced a set of fruit-themed charity stamps, which, when rubbed, released the smell of the fruit pictured on the stamp.

RISE AND FALL OF AN ICON

THE STAMP

In 2010, UNESCO inscribed falconry on the Representative List of Intangible Cultural Heritage of Humanity for Belgium, the Czech Republic, France, the Republic of Korea, Mongolia, Morocco, Qatar, Saudi Arabia, Spain, Syria and the United Arab Emirates. It represents an age-old cultural heritage that has barely changed in millennia. The birds of prey most commonly used are falcons and golden eagles. For over 3,500 years, these species have been trained for hunting in Central Asia, from present-day Turkey to China. Female eagles are bigger and stronger than males and their size makes them suitable for use in wolf hunting. In Europe, golden eagles are trained to hunt hares, foxes and deer, while in the Middle East they are also used to catch antelopes and gazelles. Falcons are universal hunters and are used to hunt rabbits, pheasants, partridges and grouse, which are also their main prey in the wild. Falcons have a special significance in Arab countries. Although oil has brought major changes, falconry remains part of the Bedouin way of life. In the UAE, there are over 20,000 falcons and 6,000 new passports for falcons are issued each year. Falcons being taken abroad require a passport and are microchipped. When travelling by plane, they sit on a window seat so as not to be disturbed by the other passengers. During takeoff, they have to be held by their owners to stop them from taking off too! In the Gulf States, falconry has always been a necessity rather than a luxury. Before oil brought wealth, the Bedouins survived in the desert on dates and camel milk with the occasional rabbit caught for them by their falcons. Falcons have always been treated as part of the family and accorded equal status as children. Gulf Arab culture is centred around hospitality, camels, horses and hunting with falcons. Yet falconry is far from cheap. A falcon can cost up to around \$60,000 to buy, plus an additional \$500 per month for food and medical treatment. In Abu Dhabi there is even a falcon hospital. In Europe, the falcon, which can dive at an angle of 90 to 45 degrees and accelerate at up to 200 km/h, is used for very different purposes. At airports, they are deployed to control pest birds and animals. Mercedes-Benz even invites a falconer to its Sindelfingen plant in Germany to keep away crows that attack the rubber parts of its newly manufactured vehicles. They say crows are clever and they certainly don't hang around for long once the falcon arrives!



A BIRD AS EXPENSIVE AS A CAR

FALCON



"I'm very proud to be working as an Executive Chef for GHM. The past eight years have been truly fascinating and inspiring", said Dorin Schuster. As one of the best chefs in the region, his enthusiastic, passionate approach to his trade goes hand in hand with a very specific philosophy centred on fresh ingredients, simple preparation, creative techniques and precise implementation. His fabulous fusion style elegantly combines all the flavours of the Far East, presenting them to their best advantage. Every dish mirrors Dorin Schuster's subtle sophistication and the range of his mastery suggests that his creative talents know no bounds. Despite being very highly regarded throughout Asia, he remains refreshingly unpretentious and loves serving up many locally cultivated products, including vegetables, herbs and spices, to delight guests with a steady stream of innovative creations. Dorin regularly leaves the kitchen too, to chat with his guests, explain his dishes, answer spontaneous questions or comply with special requests. This is done so skilfully that he somehow manages to also bring GHM's flair and sense of almost non-chalant excellence to the dining table, underpinning the company's key values and making diners really feel at home. It is also one reason why Dorin Schuster returned to The Legian for a second stint. As he himself says, he felt homesick for "a truly exceptional hotel".

Dorin Schuster became a certified Master Chef in 1993 and has since built an impressive career, working alongside some legendary chefs, like Eckart Witzigmann (named 'Chef of the Century'), Tetsuya Waku-da, Luke Mangan, Karlheinz Hauser, Peter Dörner and Eberhard Aspacher. The highly reputed restaurants where he has worked include the Kempinski Hotel Four Seasons in Munich and Landhotel Schlosswirtschaft Illereichen, which during his tenure was awarded a Michelin star and 17 Gault Millau points and entered Germany's list of Top 100 restaurants. He was a sous chef at the reopening of the legendary Hotel Adlon in Berlin, remaining there between 1997 and 1999, where he cooked for such VIPs as Steven Spielberg, Michael Jackson, U.S. President George Bush and German President Roman Herzog. He then became Executive Chef at Iggy's in Singapore, where he created "modern European cuisine" and was voted San Pellegrino Chef of the Year. In 1999 he came to The Legian as Executive Chef, then managed the Financial Club in Jakarta from 2002 to 2004 and returned to The Legian in 2008. A German citizen, he has a Balinese wife and has been living on the island since 1999. He owns more than 150 cookbooks and harbours a secret passion for fast cars.

EXECUTIVE CHEF AT THE LEGIAN

DORIN SCHUSTER



Arie Smit is a famous Indonesian painter. Born in Zaandam, in the Netherlands, he studied at the Rotterdam Academy of Arts. In 1938, just before World War Two, when the Dutch were still in Indonesia, Arie was sent there to complete his military service, serving as a soldier in the Dutch Colonial Army. In 1951 he became an Indonesian citizen, and during his time there - from 1950 to 1956, to be precise - he taught painting at one of the finest Indonesian universities, the Bandung Institute of Technology (ITB). Since 1956 he has lived in Bali, working as a painter and teaching (he has trained more than 400 students). Smit has exhibited his paintings in Jakarta, Singapore, Honolulu and Tokyo and documented his work in a book he entitled *The Enchanting Tropics*. Since the publication of Smit's book, the art historian Garrett Kam has produced a wonderful tribute to the painter's creative output, entitled *Poetic Realism: The Art of Arie Smit*. In 1992, in recognition of all Smit has done to promote the island and underpin its development, the Balinese government honoured Smit with a Dharma Kusuma (Society of National Heroes) award. 1994 saw the opening of an Arie Smit Pavilion in Neka Art Museum in Ubud, the cultural heart of Bali, in works by him and other contemporary Balinese artists.

As a young man Arie Smit, who was born in the Netherlands in 1916, was captivated by the stylistically very different French painters Cézanne, Signac and Gauguin, above all others. Accordingly, these three artists have remained very strong influences on him throughout his life. In time, Smit moved to Bali, where he has since explored around and lived in many different parts of the island, but he has nonetheless put down deep roots there and devoted the subject matter of his works to the people and tropical backdrop of Bali. In the process he launched a new style of genre painting that has become known as the "Young Artists" style. In March 2011, his painting *Balinese Village and Farm Land* attracted worldwide attention at a Larasati auction in Singapore. With a sale price originally estimated at US\$35,000, the work ended up being the most expensive picture sold during the entire sale, making a staggering US\$ 169,000, a record price for a work by Smit - and that with the artist aged 95!

This landmark achievement by Arie Smit confirms that after intensified interest in Chinese and Indian art, Southeast Asian art is also increasingly gaining recognition from major auction houses. Indeed, recently other Asian masters have also recently established new records. GHM already started promoting Asian designs and art in its strongly Asian-influenced hotels a long time ago.

THE FAMOUS INDONESIAN PAINTER ARIE SMIT

GHM ART



China is booming, and not just in business. T'ai chi ch'uan, the world's oldest national sport, mentioned in Jixiao Xinshu, the "New Book of Effective Discipline" written by General Qi Jiguang (1528 - 1588), is winning over more and more people outside the People's Republic. The name t'ai chi ch'uan means something like "grand ultimate force". It is an "internal" martial art, a system of healthy gymnastic exercises designed to benefit its practitioners' health, enhance personal development and serve as a form of meditation, even up to an advanced age, as evidenced by the early morning sight of large numbers of elderly people quietly practising it in parks and open spaces in China. T'ai chi ch'uan essentially consists of a number of basic exercises, including individual movements, postural and breathing exercises and standing meditation, which apply the principles of movement underlying t'ai chi ch'uan, loosen the joints, relax the entire body and, over time, alter practitioners' posture to avoid excessive joint stress. The key underlying principle of t'ai chi ch'uan is softness, with practitioners aiming for movements that are as natural, relaxed and smoothly flowing as possible. Thus, in t'ai chi ch'uan competitions a panel of judges evaluates the execution of sequences. In competitive bouts of t'ai chi ch'uan, the opponents try to stick closely to their adversary, remaining in constant body contact with them, like in judo. When practising t'ai chi ch'uan, the body should be relaxed and breathing should be deep, calm and natural. Movements should be carried out deliberately and attentively. In traditional Chinese medicine, exercises involving movements are of central importance. Clinical tests by Western medical experts have shown that practising t'ai chi ch'uan regularly positively impacts an individual's physical and mental health, including their cardiovascular system, immune system, sensitivity to pain, balance and general body control, agility and strength. GHM intends to embrace this ever spreading philosophy together with its partner, the new Ahn Luh brand of hotels in China. By creating a T'ai Chi Centre, complete with its own master practitioner, more people will be able to experience this ancient form of wellness firsthand and reap the health benefits of practising t'ai chi ch'uan.

CHINA'S NATIONAL SPORT IS CONQUERING THE WORLD

T'AI CHI CH'UAN



Mr Is Dharma (Balinese), with The Chedi Club Tanah Gajah, Ubud, Bali for 9 years



Mr Thomas Varghese (Indian) with The Chedi Muscat for 11 years



Mr I Wayan Suardana (Balinese), with The Club at The Legian Bali for 17 years



Mr Richard Wilson (New Zealand) with The Nam Hai Hoi An, Vietnam for 9 years



Mr Made Adi Romi (Balinese), with The Legian or The Club at The Legian, Bali for 17 years

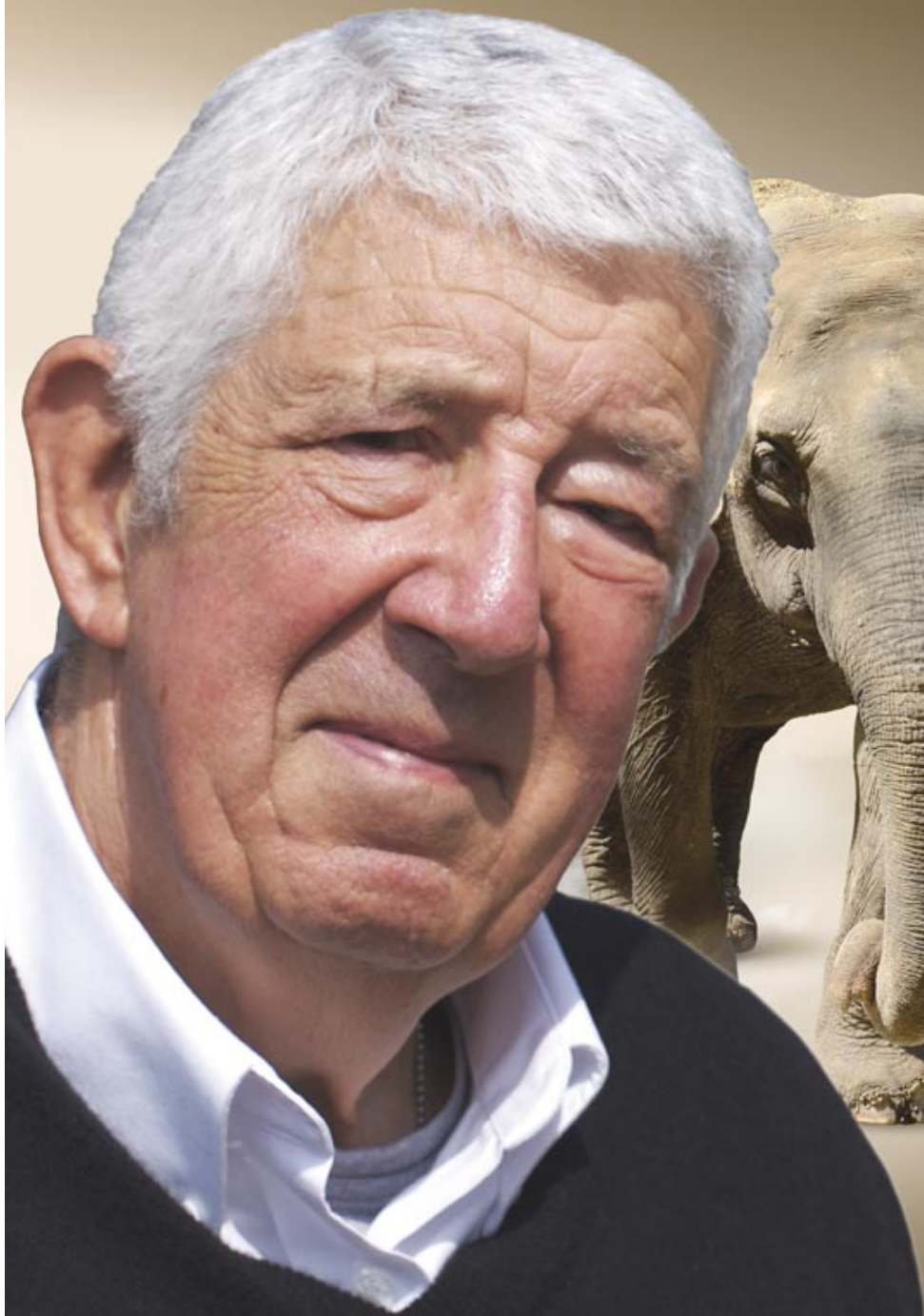


Ms Tiwaporn Khemkham, (Thai), with The Chedi Chiang Mai for 9 years

Around the world, companies find themselves facing dwindling staff loyalty. According to a survey of 1,600 companies in 46 different European countries, employees' willingness to switch jobs is closely linked with their dissatisfaction with their working environment. The problem is most marked in France, where 53% of employees change companies within less than 5 years. This problem is alien to GHM in its sector. The world's leading operator of luxury resorts is a kind of figurehead in its segment. Not for nothing does GHM enjoy an unparalleled reputation for excellence amongst its guests for this very reason. Indeed, it earns high praise for everyone, ranging from its pool attendants, housekeepers, butlers, cooks and chefs and other professionals right up to its general managers.

All GHM staff find themselves working in a truly uplifting environment. Indeed, the company sets great store by ensuring that every employee carries out his or her job self-confidently and in a strongly motivated manner. All this positivity filters down to the guests. And since the hotels run by GHM have an above-average proportion of returning guests, the relations between these visitors and GHM staff are almost like family connections, which makes GHM really unique.

THE VALUE OF LOYALTY PEOPLE AT GHM



With over 250 stays at The Chedi Chiang Mai under his belt, Dutchman Marc Spits calls it "a one-of-a-kind hotel that is virtually my second home!"

"It was purely by chance that I came to Thailand in the first place," he explains. "I read that Dr Marc Faber, the renowned contrarian investor, had moved from Hong Kong to Chiang Mai and I thought if he moved there then I can go at least once."

But this chance visit was to have extraordinary consequences. One day during his stay, Spits agreed to visit an elephant hospital in Chiang Mai. "I remember thinking: What have elephants got to do with me?" But when he saw a baby elephant that had lost a leg after stepping on a mine, Spits was inspired to help develop a prosthetic limb for the animal, which brought him worldwide renown.

Together with his son Mike, Spits raised money to help projects dedicated to caring for and saving elephants in Asia. Their efforts kicked off with the first Elephant Parade in Rotterdam in 2007, an art exhibition that then moved on to Amsterdam, London, Milan and Copenhagen, among other cities. The 2011-12 Elephant Parade in Singapore was co-organised with the Wildlife Reserves Singapore Conservation Fund. The life-size fibreglass elephants that make up the exhibition are designed by artists and celebrities such as Justin Lee, Henry Holland, Philip Tracey, Bobby Chinn, Glen Goei and Leona Lewis. All money raised since 2011 has been donated to the Asian Elephant Foundation. This independent charity was founded by Marc Spits and specifically supports projects Asian elephants by financing elephant hospitals or renting land so that elephants have adequate space to live, for instance. So-called "elephant corridors" are also being created so that humans and elephants can live peacefully side by side. "I am proud that I got to know The Chedi, as it has helped us to make a contribution to the animal kingdom through the Foundation," says Marc, happily.

Marc Spits was born on October 4, 1936 – funnily enough, October 4 just happens to be World Animal Day. Marc studied marketing and economics in Rotterdam and became sales promotion manager for a Dutch supermarket chain. A few years later, he started his own sales promotion company, of which all the activities were based on copyrights. He represented and promoted the Smurfs, Batman, Superman, Warner Brothers and Laurel and Hardy. In 2011, he and his son Mike founded the Asian Elephant Foundation.

MARC SPITS, FOUNDER OF THE ASIAN ELEPHANT FOUNDATION (TAEF)

FRIENDS OF GHM



From the top of India's tallest Commercial Tower, the Kohinoor Square complex, GHM will soon offer its guests bird's eye views of one of the world's most bustling cities. Kohinoor's two towers, each topped with a helipad, are the new emblematic landmarks of Mumbai's skyline and by the end of 2013, the five top floors of one will house a flagship luxury hotel called The Aayu. From their privileged perch, high above India's commercial and cultural capital, business travellers and private visitors will enjoy unrivalled panoramic views of the thronging city whose population has doubled to 18.4 million in just 30 years.

Apart from its superlative setting, the hotel's interior is destined to make it a triumph, being the work of the world-famous interior designer Jaya Ibrahim, renowned for his unparalleled ability to turn a functional hospitality brief into a veritable work of art. So in architectural circles there is a real buzz of anticipation about the designs chosen for the hotel's suites, ranging from 65 to 155 m² in size, and for its centrepiece pair of gourmet restaurants.

The high priest of India's gleaming new gourmet temple will be no less than Joël Robuchon, the French restaurateur and Gault Millau "Chef of the Century" who, with 28 Michelin stars currently under his belt, shines brighter in the gastronomic firmament than any other chef in the world. In his Atelier de Joël Robuchon, the Grand Chef, author of numerous bestselling cookbooks and well-known TV presenter, will treat diners not only to a top-notch fine dining experience, but also tempt them with a tea lounge, a patisserie and his own personal selection of the world's most exquisite wines. Presiding over the second restaurant at The Aayu Mumbai will be Hide Yamamoto, the Michelin-starred chef and winner of the Global Chef Award 2010, famous for his innovative Japanese cuisine. His restaurant will feature a ramen noodle soup bar and offer a comprehensive range of irresistible sushi and sake.

Way above the rooftops of this pulsing metropolis, the hotel will provide guests with an oasis of calm and relaxation, including a tastefully designed spa, a library, and a cigar and cognac lounge. And topping it all will be a fiftieth-storey terrace with an expansive garden and swimming pool, from which guests will enjoy breathtaking unspoilt views of the Arabian Sea, the busy ports to the east of the city and the seemingly unending sprawl of its northern suburbs.

THE AAYU MUMBAI, INDIA

NEW OPENING ²⁰¹⁴

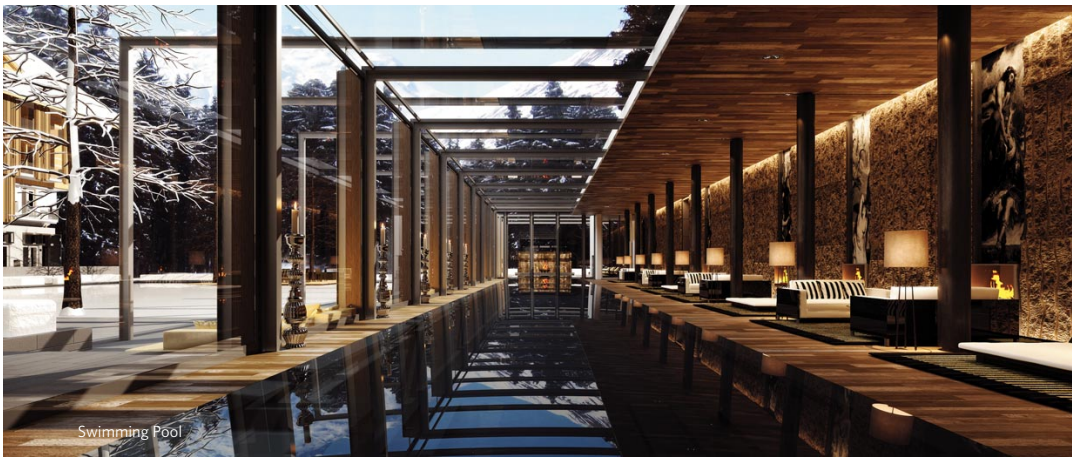


Après-Ski Bar

THE CHEDI ANDERMATT, SWITZERLAND

NEW OPENING

DECEMBER 2013



Swimming Pool



Spa Thermal Suite



Pied A Terre Bedroom and Living Area

THE CHEDI

ANDERMATT, SWITZERLAND



Bathroom and Bedroom



Reception and Bar

GHM PROJECTS

- The Chedi Andermatt, Switzerland
- The Aayu Mumbai, India
- The Chedi Club Jimbaran, Bali, Indonesia
- The Chedi Tamouda Bay, Morocco
- The Chedi Nusa Penida, Bali, Indonesia
- The Chedi Tomakomai, Hokkaido, Japan
- Al Bait, Sharjah, UAE
- The Chedi Khorfakkan, Sharjah, UAE
- The Chedi Qutub, New Delhi, India

The Chedi Nusa Penida, Bali, Indonesia

GHM HOTELS

PROJECTS



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THE LEADING HOTELS OF THE WORLD

NORTH AMERICA

United States, Canada, 1 800 223 6800
Puerto Rico and (toll free)
U.S. Virgin Islands
Mexico 01 800 0078200 (toll free)
Mexico City (52) 55 2122 2770

SOUTH AMERICA

Argentina (54) 11 4129 0000
(Buenos Aires)
Argentina 0 800 333 4611 (toll free)
(provinces)
Bolivia 800 100 598 (toll free)
Brazil (Sao Paulo) (55) 11 3171 4000
Brazil (elsewhere) 0 800 014 1819 (toll free)
Chile 800 570 277 (toll free)
Colombia 01 800 754 1376 (toll free)
Costa Rica 0 800 054 2036 (toll free)
Dominican Republic 1 800 751 3353 (toll free)
Ecuador 1 800 300 100 (toll free)
El Salvador 800 6 534 (toll free)
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INFORMATION



THE CHEDI

ANDERMATT, SWITZERLAND

INTRODUCTION

Nestled in the Gotthard region of Switzerland with its unspoilt landscape featuring high peaks, deep canyons, wild waterfalls and quiet mountain lakes, Andermatt with its great Alpine passes, incredible vistas and natural beauty is a stunning example of what has made the Swiss Alps the coveted tourist destination it is today. The Chedi Andermatt will open its doors to travellers in the winter of 2013/2014, allowing visitors to experience the spectacular surroundings fostered by the Andermatt Swiss Alps project. Be it the flowering meadows that provide idyllic walking routes in summer, the newly established 18-hole championship golf course, or the promise of exhilarating skiing in winter on the fantastic pistes in snow-covered mountains, this exclusive year-round holiday destination will be the new playground for the discerning traveller.

LOCATION

Andermatt is conveniently located in the canton of Uri in the heart of Switzerland. Its position and excellent national and international transport links (Lucerne 1 hour away, Zurich 1.5 hours away, Milan 2 hours away, and Munich and Stuttgart 4 hours away) make it an ideal starting point for various day or weekend excursions in the region.

THE CHEDI ANDERMATT

The Chedi Andermatt is a mixed hotel-residential development featuring a wide range of different kinds of properties and outstanding modern facilities. Those wanting to own a property in the Chedi Andermatt complex have the choice between one-bedroom condominiums, one- or two-bedroom apartments and the latest chic loft apartments.

All are immaculately presented and combine traditional Alpine features with contemporary design. Owners are free to participate in a rental management programme. The hotel will include two gourmet restaurants and deluxe lounges and bars, as well as many other facilities that will set new standards in terms of luxury. There will also be an exclusive spa and wellness centre featuring a state-of-the-art health club and offering a comprehensive range of health and beauty treatments. Furthermore, The Chedi Andermatt will provide holidaymakers with a holistic skiing experience, ranging from a dedicated skiing living room to services by a team of skiing butlers.

Designed by Jean-Michel Gathy of Denniston International Architects and Planners Ltd, the architecture of the hotel and the neighbouring residential properties will be truly unique and offer new levels of sustainability, based on the sustainable philosophy. Accordingly, the Chedi Andermatt will be built in line with MINERGIE® standards, using materials from the surrounding area, thereby minimising the environmental impact while providing economic benefits for the region.

INVESTMENT IN SWITZERLAND

One of this development's key assets is that it is exempt from the Lex Koller, a Swiss federal law that restricts property purchases by foreigners. This exemption means that foreign visitors and investors have the chance to buy properties in this exquisite location.

For more information, visit www.thechedi-andermatt.com or mail or call us: sales@swissfp.com +41 (0)43 344 62 90, ext. 52

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