

THE MAGAZINE

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



No. 2

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



Service is something that cannot be touched, smelt or even seen. Yet the phrase «The best service in the world» gets 1.92 million hits on Google. The words 'best in the world' have a magical effect: the German city of Potsdam uses it to decorate its Christmas tree, a Scotsman shoots to fame for the 'best annual report in the world'. But what do we mean by service? It is the secret added bonus, a product that guarantees a positive experience. In a nutshell, it's a basic principle of added value.

Even the renowned Harvard Business Review has discussed the concept. Joe Girard is listed in the Guinness Book of Records as the 'world's greatest car salesman' with a record of 1,425 car sales in 1973. Most car salesmen manage an average of five car sales per month. Girard, sold the same number each day over a period of many years! 'When someone buys a car from me, they get more than just a car. They also get me!' explains Girard who grew up in a poor Detroit neighbourhood. It was always more important to him to make people happy than to sell another car. The key to the car salesman's success also applies to the hotel sector. Per-

formance must be transformed into the best possible service, the unmistakeable art that the guest experiences through contact. Service cannot be prescribed, it must be provided by all. Service provision is a constant process demonstrated on a daily basis – and a philosophy underlying what GHM Hotels are all about.

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. Through JG Gaming Consulting his advice on gaming is sought by various state authorities, law enforcement agencies and universities. At the same time, James Graf also works as a specialist publisher and as a long-standing friend of GHM President Hans Jenni, he is now producing GHM's publication: THE MAGAZINE – *a style to remember.*



SERVICE

JAMES E. GRAF, EDITOR-IN-CHIEF



"I have come to realise that I'm successful whenever I feel the need to be humble. Success only comes when I'm modest about my role. I've realised that the very best designs come about by accident and that such 'accidents' only occur when you listen to your instincts and use them to focus your way of thinking. Never knowingly compete. It's not fair on others and you probably won't win anyway. Adopting such an approach gives you a chance to create something new and revolutionary. The hotel business will develop in many different directions because the number of categories of potential hotel guests is constantly rising. There are young yuppie businessmen, old-established businessmen, boring people who want to live as though they were successful, rich people with palaces who want very simple, unembellished rooms and less wealthy people who want to live like royalty for at least a few days. The architecture of all these hotels will evolve accordingly. In my view, it is paramount that a hotel should have an excellent location. When designing it I must strive to ensure that the location remains the focal point. In other words, the location comes first and design second. For example, at The Legian, my first assignment for GHM, guests will notice that the overall design of the furniture is actually pretty awful and, although it is functional, it is no more than cheap garden furniture. Yet the hotel is so successful because everyone thinks they like the design. In fact The Legian's furniture is the most frequently copied furniture in Indonesia. The secret here is that the design of the hotel and its rooms simply makes guests feel the desire to go outside and experience the power of the sea by seeing, hearing or feeling it. The design enables you to go and accomplish any of these things incredibly easily."

Along with his design partner, John Saunders, Jaya Ibrahim owns Jaya & Associates, based in Jakarta. Ibrahim is Indonesian. His mother is the descendant of Javan royalty and his religious father owned a bank. After studying economics and sociology he ended up at Blakes in London where he washed dishes and served as a waiter and flower boy before coming to the attention of Anouska Hempel and working as her design assistant. Today he is one of the most successful interior designers in the world, working for GHM amongst other clients.

INTERIOR DESIGNER

JAYA IBRAHIM

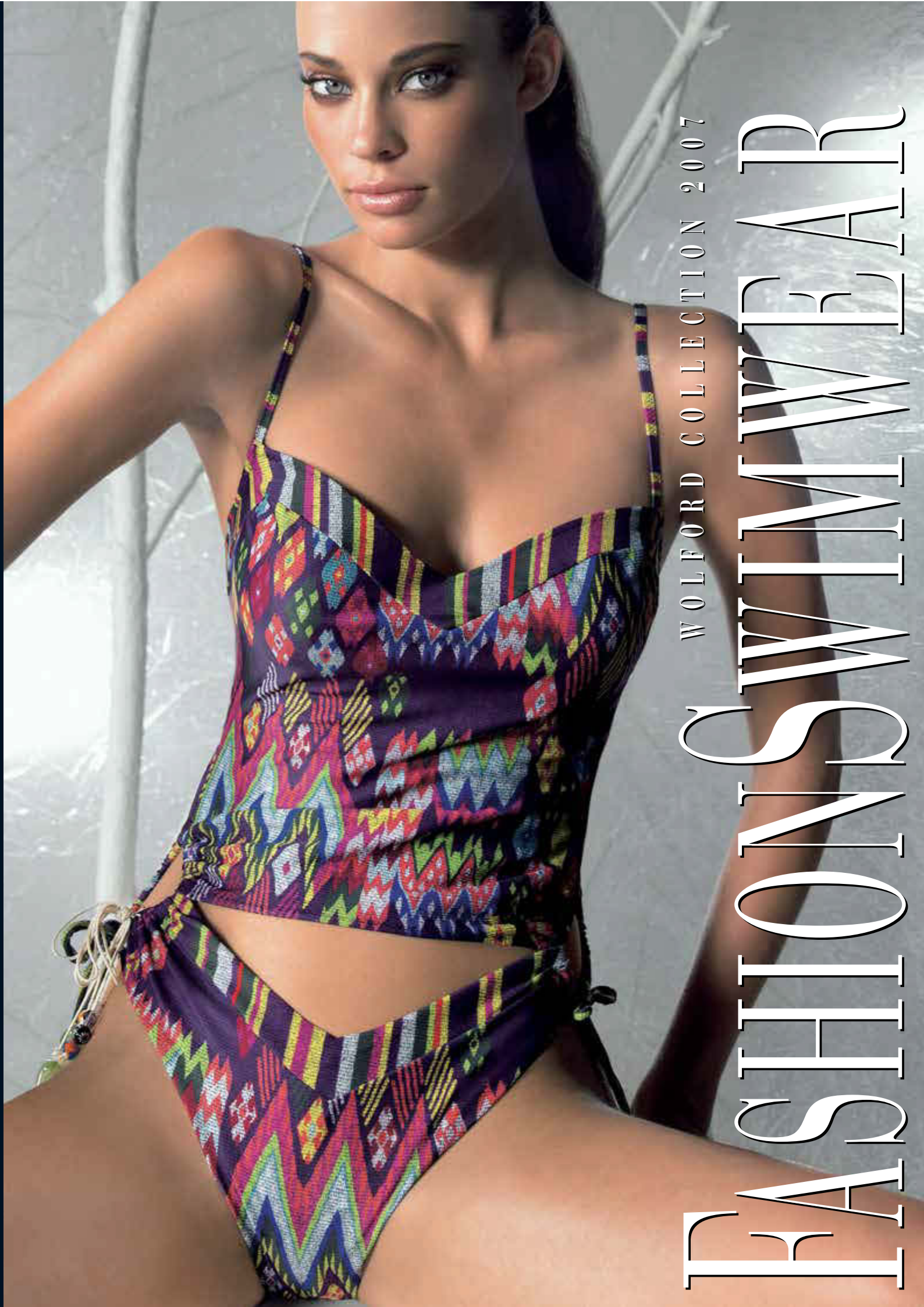


BEACHES & POOLS

THE CHEDI CLUB
AT TANAH CAJA UBUD

THE ANDAMAN LANGKAWI

THE CHEDI CHIANG MAI



WOLFORD COLLECTION 2007

FASHION SWIMWEAR



“My first job after training as a chef was at the Dolder Grand Hotel in Zurich, where I was team leader under star chef Paul Spuhler. It was a golden era, with the great French maestro Auguste Escoffier taking traditional grande cuisine to another level. The list of people I cooked for before coming to The Datai almost exactly a decade ago reads like the cast list for a film. My time as a private chef in the chic Swiss ski resort of Gstaad was truly unforgettable. There was Elizabeth Taylor, for example. And Senator Edward Kennedy and his very friendly family, for whom I only cooked in the evenings – usually simple Swiss fare that I was free to choose myself. Roman Polanski (the director of Rosemary’s Baby, The Pianist, etc.) remains a friend to this day. At his chalet parties, he would always ask for Swiss cooking with a French/Italian touch. Every morning he would fly off in his helicopter to go deep-snow skiing, whilst the ladies went shopping. I’m proud of being in charge of four restaurants and 52 chefs at The Datai, and derive great pleasure from the fact that my recipes have also gained me a reputation in Europe. Another wonderful thing about working here is that during the high season, from December to April, star cooks from my native Switzerland – who are also friends of mine – come to the hotel as guest chefs, which makes for a bit of variety in the kitchen. Chefs really have to look after their guests, so we keep records of any special requirements our regular customers have. And if somebody is looking for a golf partner, I’m happy to oblige in my spare time. The fact that here we celebrate the extraordinary – something that would be inconceivable in Europe – is one reason why I’m so enthusiastic about working for GHM Group”.

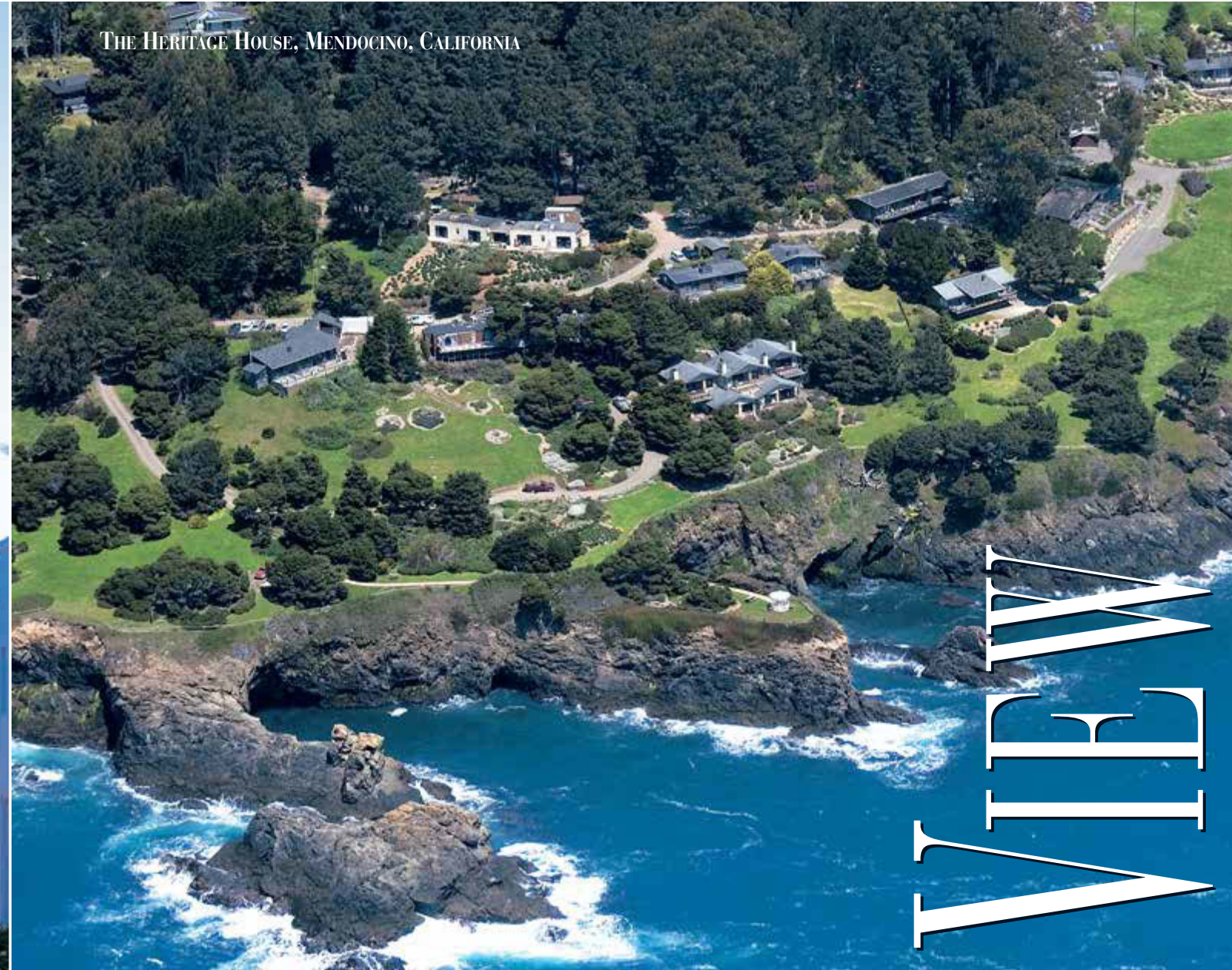
Swiss-born Hans Ulrich Wismer was apprentice chef at the Reber au Lac in Ascona, Switzerland. He has worked in such establishments as the Dolder Grand Hotel in Zurich, the Bellevue Palace in Bern, the Palace Hotel in Gstaad, Maxim’s in Paris, the Peninsula in Hong Kong and the Compass Rose at the Westin Stamford Hotel in Singapore. He has cooked for the likes of Sophia Loren, the Shah of Iran, the Princess of Egypt, Elizabeth Taylor, Edward Kennedy, Roman Polanski, Alain Delon, Jean Gabin, Silvie Vartan, Johnny Hallyday, Jean-Paul Belmondo, German Chancellor Helmut Kohl, General Moshe Dayan, Cassius Clay (alias Muhammad Ali) and Singapore’s President Lee Kuan Yew. During his time at The Datai, his guests have included the Sultan of Brunei, Niki Lauda, Peter Sauber, French President Jacques Chirac, Nelson Mandela, Jodie Foster (who stayed at The Datai in 1999 and shot much of the film Anna and the King on location in Langkawi), the King of Malaysia and Phil Collins. In 2005, the Gault Millau restaurant guide named Hans Ulrich Wismer Best Swiss Chef Abroad.

GAULT MILLAU CHEF AT THE DATAI

HANS U. WISMER



THE CHEDI, MUSCAT



THE HERITAGE HOUSE, MENDOCINO, CALIFORNIA



THE CHEDI CLUB AT TANAH GAJAH, UBUD

VIEW OUTSIDE

Italy is world-famous for three things: football, pasta and cars. Names like Ferrari, Maserati and Lamborghini leave car enthusiasts positively drooling at the mouth. At the International Motor Show in Geneva, in the supercar category the new Gallardo Spyder – which the Italian police use to chase motorists seriously guilty of speeding – was crowned the World's Most Beautiful Car - made by Lamborghini and therefore (somewhat inappropriately) sporting the company's bull logo. The company, which Audi has owned since 1998, used to make tractors, but has come a long way since then. The most powerful Lamborghini is now the Murciélago LP640, whose state-of-the-art 12-cylinder engine generates a massive 640 hp and propels it from 0 to 100 km/h in just 3.4 seconds. It is one of the fastest sports cars on the road, with a top speed of 340 km/h. In addition to its extensive safety features, the car is impressive for the sheer love of detail in the design, with its swish carbon-finish interior, a widescreen monitor, a device that can read both DVDs and MP3 or WMA files, and a video camera to help park the beast. The cognoscenti are tight-lipped about the price tag, though. All we know is that others build houses for that kind of money.



LAMBORGHINI MURCIÉLAGO LP640
PREMIUM CARS



THE HERITAGE HOUSE, MENDOCINO, CALIFORNIA



THE LEEA AND THE CLUB
AT THE LEEA, GOA



THE LEGIAN AND THE CLUB AT THE LEGIAN, BALI



THE CHEDI, MUSCAT

SUITE & SMO ROOMS



“Poker is a game of strategy involving a great deal of psychology. Unlike in chess, psychological factors play a far more direct role. At poker tournaments, where 80% of the time I play as a live gambler of the old guard, in the end phase it is only the psychological pressure that decides whether you win or lose. And after an intensive 10-year poker career I can confidently say that luck does not come by chance, but has to do with energy dominance. It may sound strange at the beginning, but the less technical prowess a poker player has, the happier he appears to be. I also believe in ‘runs’. Nobody has any idea why they should exist, but they do, and there are both good and bad runs. Maybe it’s got something to do with supernatural quantum physics. It’s all about energy and perceptual probabilities, and definitely has nothing to do with superstition. Another decisive factor is strategy, the decisive link between psychology and playing technique. This is why strategies must change at lightning speed in poker. Of course, there are conservative and aggressive strategies, but there are also hundreds of others. One universal truth is that you can never be a passive player! Secondly, you must always switch between techniques in dynamic fashion. During any game there will be moments when you hide. Experienced players sense this. There are phases when the cards simply go cold and you have nothing to do with the pot, in which case the best hand is a king and a five. In such instances, I tend to simply keep a low profile, but as soon as I start getting better cards, I switch again and start playing aggressively. Playing more hands and taking higher risks is the successful road to the pot.”

Poker is currently the most popular game of chance in the world, though the only useful statistics come from online poker. In 2005, poker providers transferred \$ 47 billion to players’ accounts, roughly four times the amount two years previously. After qualifying as an officer, Dr Michael Keiner started playing the stock market, speculating in options on the Nikkei. After six highly successful years the German self-made millionaire lost almost his entire fortune – \$ 64 million – in the crash of 1990. After studying medicine he trained as a specialist surgeon, in Johannesburg, San Francisco and Newcastle, amongst other places. Then, when two young English people invented a laser that could remove tattoos without leaving a scar, he bought their method off them and entered the realm of cosmetic surgery. Since he finds it hard to deal with human suffering, he became a cosmetic surgeon, intent on making healthy people even healthier. In 1993 he played his first ever game of Limit Texas Hold’em Poker in San Diego. Two years later in London he became the European Poker Champion in Pot Limit Seven Card Stud. Today, Keiner, who has also successfully ridden 250-500 cc bikes and superbikes in grand prix around the world and in long-distance world championship races, has been crowned European Champion on many occasions and is reputed to be one of the world’s best professional poker players.

DR MICHAEL KEINER, PROFESSIONAL POKER PLAYER

GAMES OF CHANGE



"My philosophy of life is this: always look for the positive side of any situation and treat people with respect. My profession is a source of constant personal challenges, and I always try to make my own enthusiasm rub off on my staff and thus develop the kind of atmosphere that hotel guests crave. In Vietnam I have fulfilled a career objective: opening an extraordinary new CHM hotel built up from scratch. I've been with CHM for a decade, and am just as impressed now as I was on the day I joined the company. All its hotels are characterised by a unique character, style, atmosphere and special location. Hoi An – which incidentally means 'peaceful meeting place' – in central Vietnam is a rare kind of tourist oasis. The small town on the idyllic Thu Bon River was once a trading post along the Silk Road of the Sea. Sailors from distant Arabia, Persia, India and China anchored there as early as the 4th century. Between the 16th and 19th centuries, seafarers from all over the world traded precious silks, porcelain and lacquer products and Chinese medicine there. Then Hoi An fell into a kind of beauty sleep, from which it was only roused a few years ago by the gentle call of soft tourism. Today the river is lined with old merchants' houses and quaint side streets winding their way between temples, pagodas and shrines. The town's architecture and culture are both a mixture of Vietnamese, Japanese and especially Chinese traditions. The old market down by the river is one of Vietnam's busiest. And as its backdrop, THE NAM HAI has one of the world's most gorgeous beaches."

After leaving school, John Laing continued his education at the Glasgow College of Food Technology, where he qualified as a hotelier in 1983. He started off his career at the Grosvenor Hotel in Glasgow, but in 1985 moved to London to work at The Savoy and then in 1990 switched to the famous Dorchester Hotel, where he rose to become Assistant Manager and was honoured with his first award. Seven years later, his career took him to The Dana in Malaysia, but in 2001 he moved on to a hotel in Bali, Indonesia, where he served as General Manager. In 2002 he was placed in charge of the Hotel The Lalu in Taiwan, and in 2004 he was made General Manager for Special Projects in a hotel management company in Singapore. Since 2006 he has been running The Nam Hai in Vietnam, which under his stewardship has become a member of the prestigious group of "Leading Small Hotels of the World".

GENERAL MANAGER OF THE NAM HAI

JOHN G. LAING



“I have immensely enjoyed the last 14 years at The Datai.

The hotel is more than just my workplace; it is also a home to me. Not a day goes by without me thinking

how lucky I am to be in such a spiritual place, working alongside such a special group of people. What sets GHM

apart for me is the focus on quality, which guides everything we do. It is very refreshing to work in a company

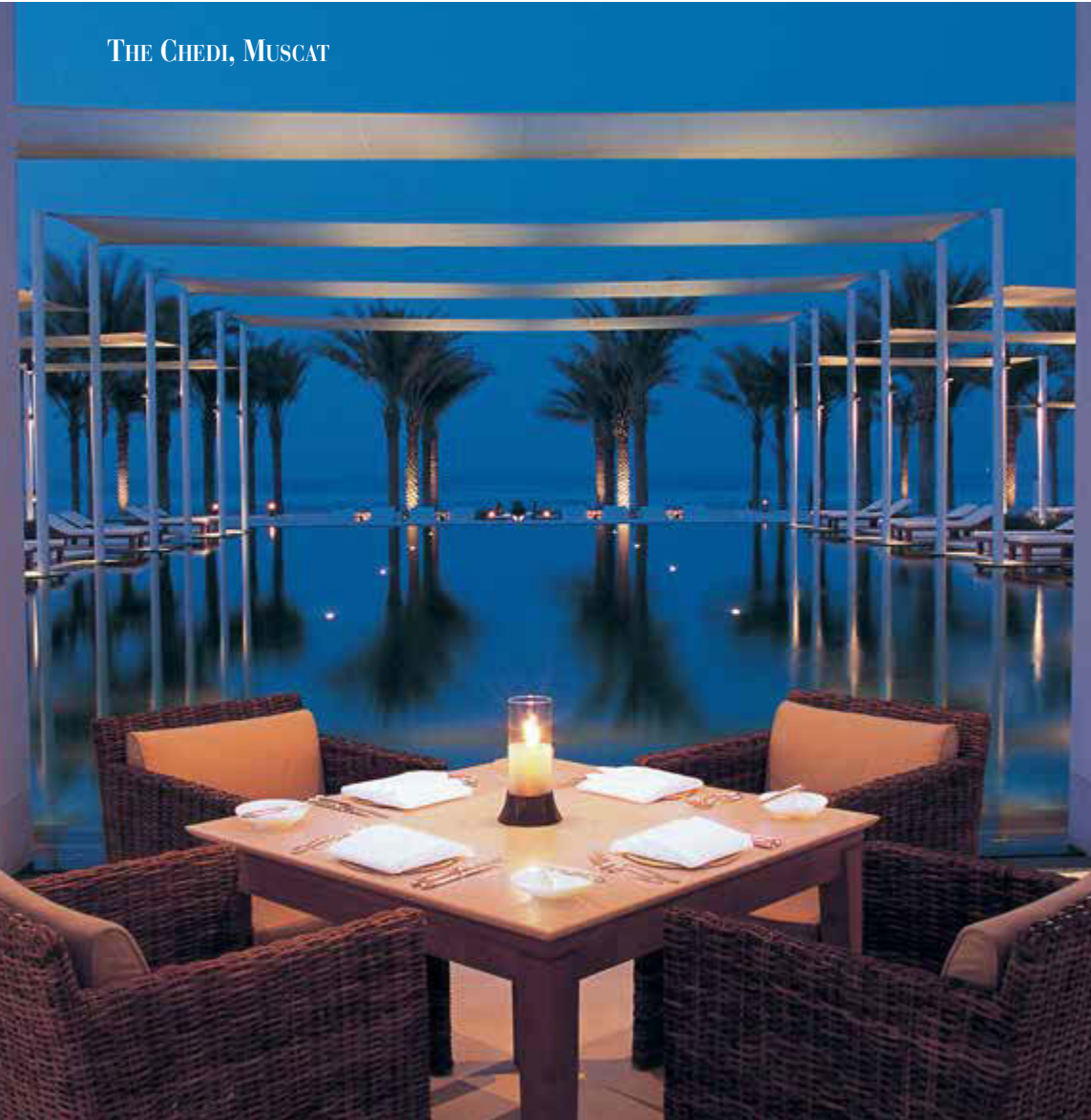
that is on the cutting edge of hotel design and whose managers are given such great autonomy.”

Jamie Case was born in Canada. In 1983 he graduated with top honours in tourism management, gaining a B.A. from Ryerson Polytechnic Institute (now Ryerson University) in Toronto. Between then and 1989 he worked in various capacities at the Hilton Toronto. From 1989 to 1995 he was at the Hong Kong Hilton, first as Food & Beverage Manager, but subsequently rising to become Executive Assistant Manager. In 1991 he moved to Indonesia, to take up another Executive Assistant Manager post. Since 1993 he has been General Manager of THE DATAI.

GENERAL MANAGER OF THE DATAI

JAMIE CASE

THE CHEDI, MUSCAT



THE STRAND, YANGON



DINING & BARS



THE DATAL, LANGKAWI



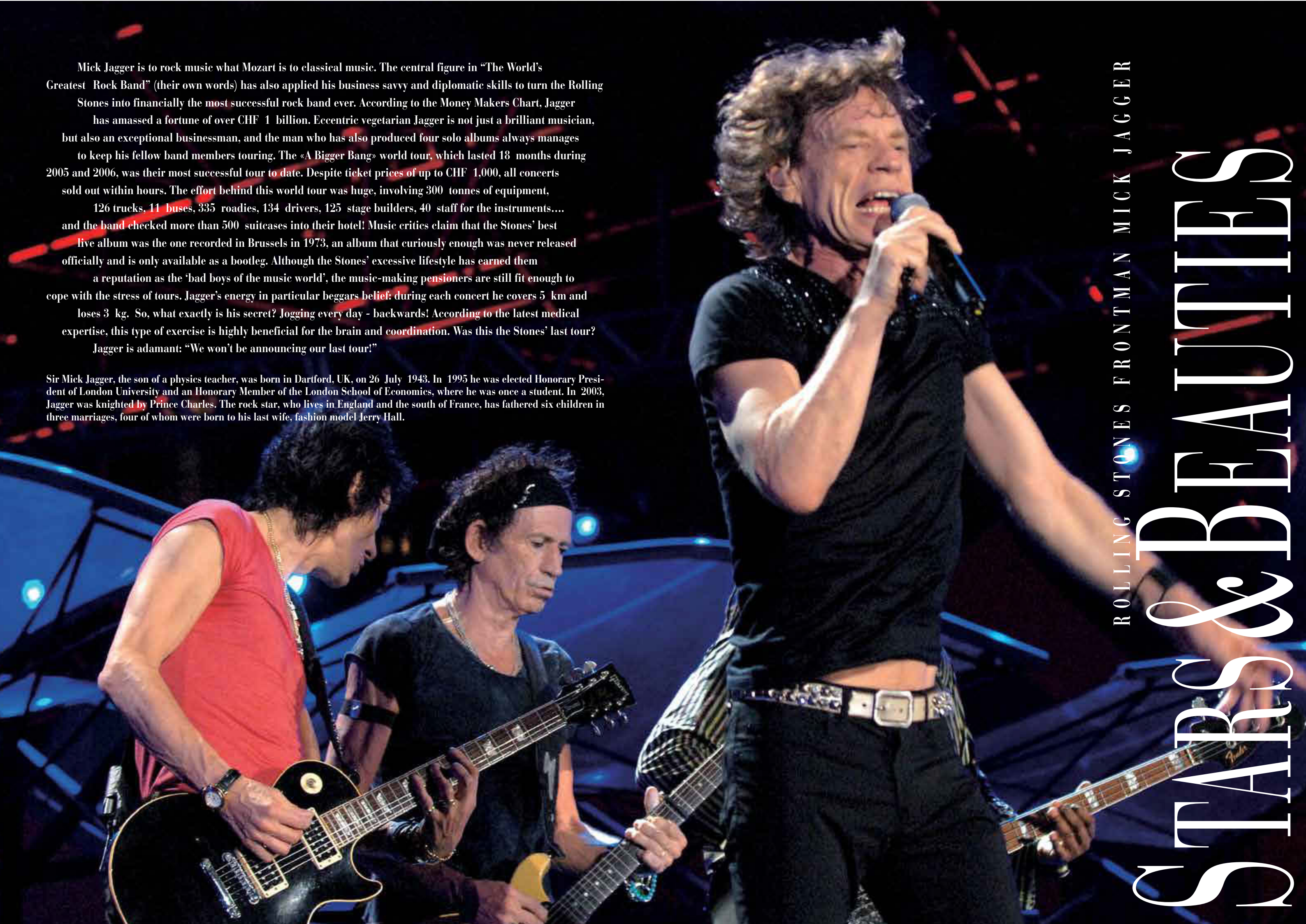
THE SETAI, MIAMI

Mick Jagger is to rock music what Mozart is to classical music. The central figure in “The World’s Greatest Rock Band” (their own words) has also applied his business savvy and diplomatic skills to turn the Rolling Stones into financially the most successful rock band ever. According to the Money Makers Chart, Jagger has amassed a fortune of over CHF 1 billion. Eccentric vegetarian Jagger is not just a brilliant musician, but also an exceptional businessman, and the man who has also produced four solo albums always manages to keep his fellow band members touring. The «A Bigger Bang» world tour, which lasted 18 months during 2005 and 2006, was their most successful tour to date. Despite ticket prices of up to CHF 1,000, all concerts sold out within hours. The effort behind this world tour was huge, involving 300 tonnes of equipment, 126 trucks, 11 buses, 335 roadies, 134 drivers, 125 stage builders, 40 staff for the instruments.... and the band checked more than 500 suitcases into their hotel! Music critics claim that the Stones’ best live album was the one recorded in Brussels in 1973, an album that curiously enough was never released officially and is only available as a bootleg. Although the Stones’ excessive lifestyle has earned them a reputation as the ‘bad boys of the music world’, the music-making pensioners are still fit enough to cope with the stress of tours. Jagger’s energy in particular beggars belief: during each concert he covers 5 km and loses 3 kg. So, what exactly is his secret? Jogging every day - backwards! According to the latest medical expertise, this type of exercise is highly beneficial for the brain and coordination. Was this the Stones’ last tour? Jagger is adamant: “We won’t be announcing our last tour!”

Sir Mick Jagger, the son of a physics teacher, was born in Dartford, UK, on 26 July 1943. In 1995 he was elected Honorary President of London University and an Honorary Member of the London School of Economics, where he was once a student. In 2003, Jagger was knighted by Prince Charles. The rock star, who lives in England and the south of France, has fathered six children in three marriages, four of whom were born to his last wife, fashion model Jerry Hall.

ROLLING STONES FRONTMAN MICK JAGGER

STARS & BEAUTIES





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