

THE MAGAZINE

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



No. 3

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



THE ANANTI, KUMGANG MOUNTAIN, NORTH KOREA (OPENING 2008)

A

At any moment, 400,000 people around the world are in the air. In 1993, as many as 11 percent of passengers were living the high life in First Class, but by 1998 that figure had dropped to 5 percent, and today's figure is probably closer to 2.5 percent. So is that rare creature, the luxury traveller, a species threatened with extinction? A fair number of airlines seem to believe so. Indeed, some well-known carriers – including one royalist, luxury-loving airline serving Arab sheikhs – have already

abandoned them and no longer offer any First Class service. Yet in spite of all this doom mongering, 'winged palaces' are becoming increasingly popular, with more and more passengers calling for the highest level of comfort. The magnificent service provided for them already begins on the ground, with a home pick-up by a chauffeur. A dedicated fast-track service then takes away the stress of any immigration formalities for First Class passengers, both at departure and on arrival at their destination. Sometimes there are even special terminals for them and luxury limousines to ferry them to and from their aircraft. One Asian airline

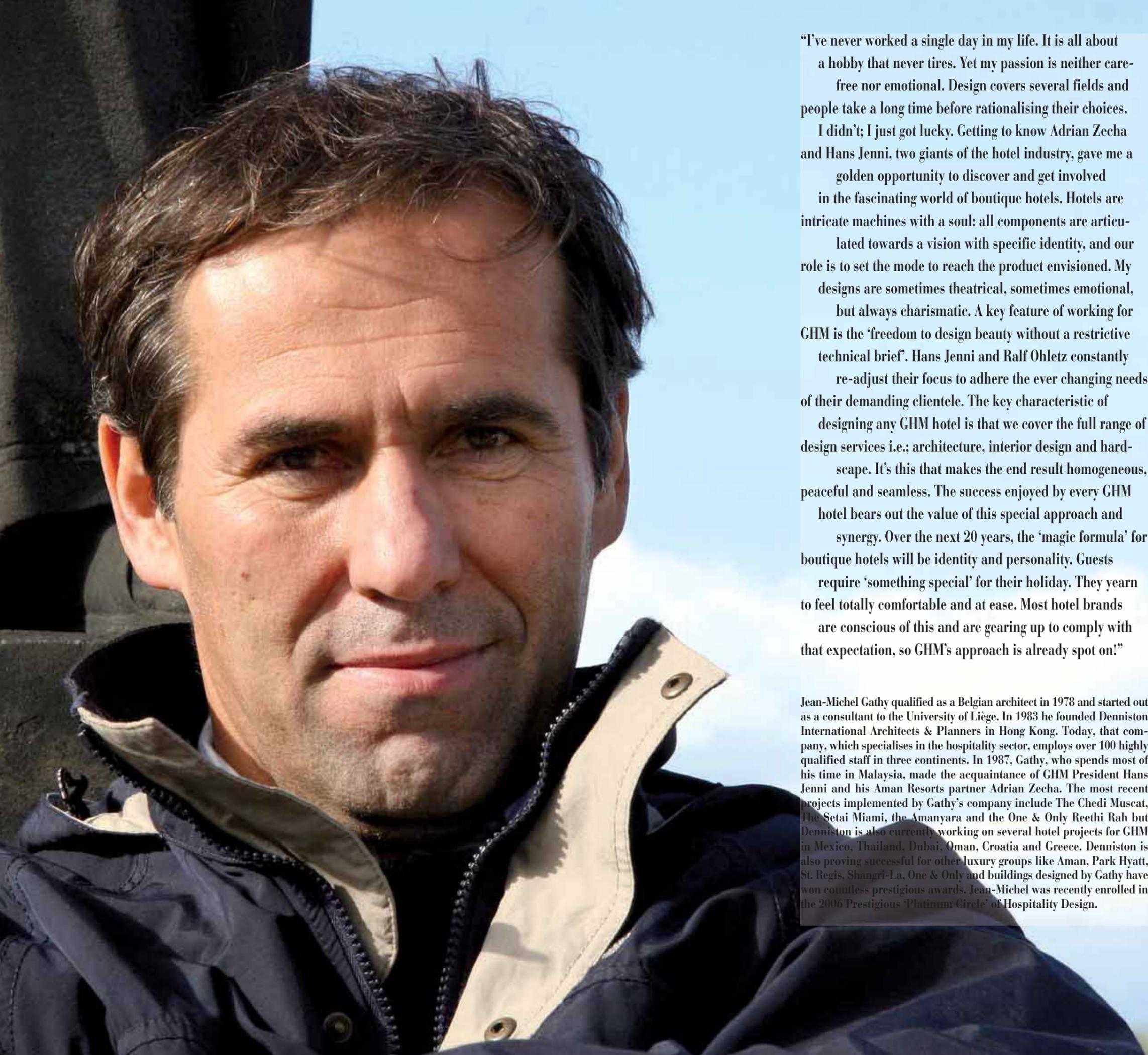
recently took its First Class service into a completely new dimension, fitting out the very latest A380 with suites boasting sliding doors, mattresses and real eiderdowns. Today's First Class has become a very well-to-do market. The guests aren't just wealthy, but also mindful of status. Moreover, First Class is also a question of prestige. The very word 'prestige' derives from French and is synonymous with high regard or importance. For GHM hotels, just like airlines, the term prestige is also closely associated with status and means constantly questioning the product's excellence in a bid to meet the expectations of a demanding clientele. The value of such a questioning approach is abundantly clear from the fact that GHM's ratio of return guests is amongst the highest in the business.

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 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 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.



PRESTIGE

JAMES E. GRAF, EDITOR-IN-CHIEF



“I’ve never worked a single day in my life. It is all about a hobby that never tires. Yet my passion is neither care-free nor emotional. Design covers several fields and people take a long time before rationalising their choices. I didn’t; I just got lucky. Getting to know Adrian Zecha and Hans Jenni, two giants of the hotel industry, gave me a golden opportunity to discover and get involved in the fascinating world of boutique hotels. Hotels are intricate machines with a soul: all components are articulated towards a vision with specific identity, and our role is to set the mode to reach the product envisioned. My designs are sometimes theatrical, sometimes emotional, but always charismatic. A key feature of working for GHM is the ‘freedom to design beauty without a restrictive technical brief’. Hans Jenni and Ralf Ohletz constantly re-adjust their focus to adhere the ever changing needs of their demanding clientele. The key characteristic of designing any GHM hotel is that we cover the full range of design services i.e.; architecture, interior design and hard-
scape. It’s this that makes the end result homogeneous, peaceful and seamless. The success enjoyed by every GHM hotel bears out the value of this special approach and synergy. Over the next 20 years, the ‘magic formula’ for boutique hotels will be identity and personality. Guests require ‘something special’ for their holiday. They yearn to feel totally comfortable and at ease. Most hotel brands are conscious of this and are gearing up to comply with that expectation, so GHM’s approach is already spot on!”

Jean-Michel Gathy qualified as a Belgian architect in 1978 and started out as a consultant to the University of Liège. In 1983 he founded Denniston International Architects & Planners in Hong Kong. Today, that company, which specialises in the hospitality sector, employs over 100 highly qualified staff in three continents. In 1987, Gathy, who spends most of his time in Malaysia, made the acquaintance of GHM President Hans Jenni and his Aman Resorts partner Adrian Zecha. The most recent projects implemented by Gathy’s company include The Chedi Muscat, The Setai Miami, the Amanyara and the One & Only Reethi Rah but Denniston is also currently working on several hotel projects for GHM in Mexico, Thailand, Dubai, Oman, Croatia and Greece. Denniston is also proving successful for other luxury groups like Aman, Park Hyatt, St. Regis, Shangri-La, One & Only and buildings designed by Gathy have won countless prestigious awards. Jean-Michel was recently enrolled in the 2006 Prestigious ‘Platinum Circle’ of Hospitality Design.

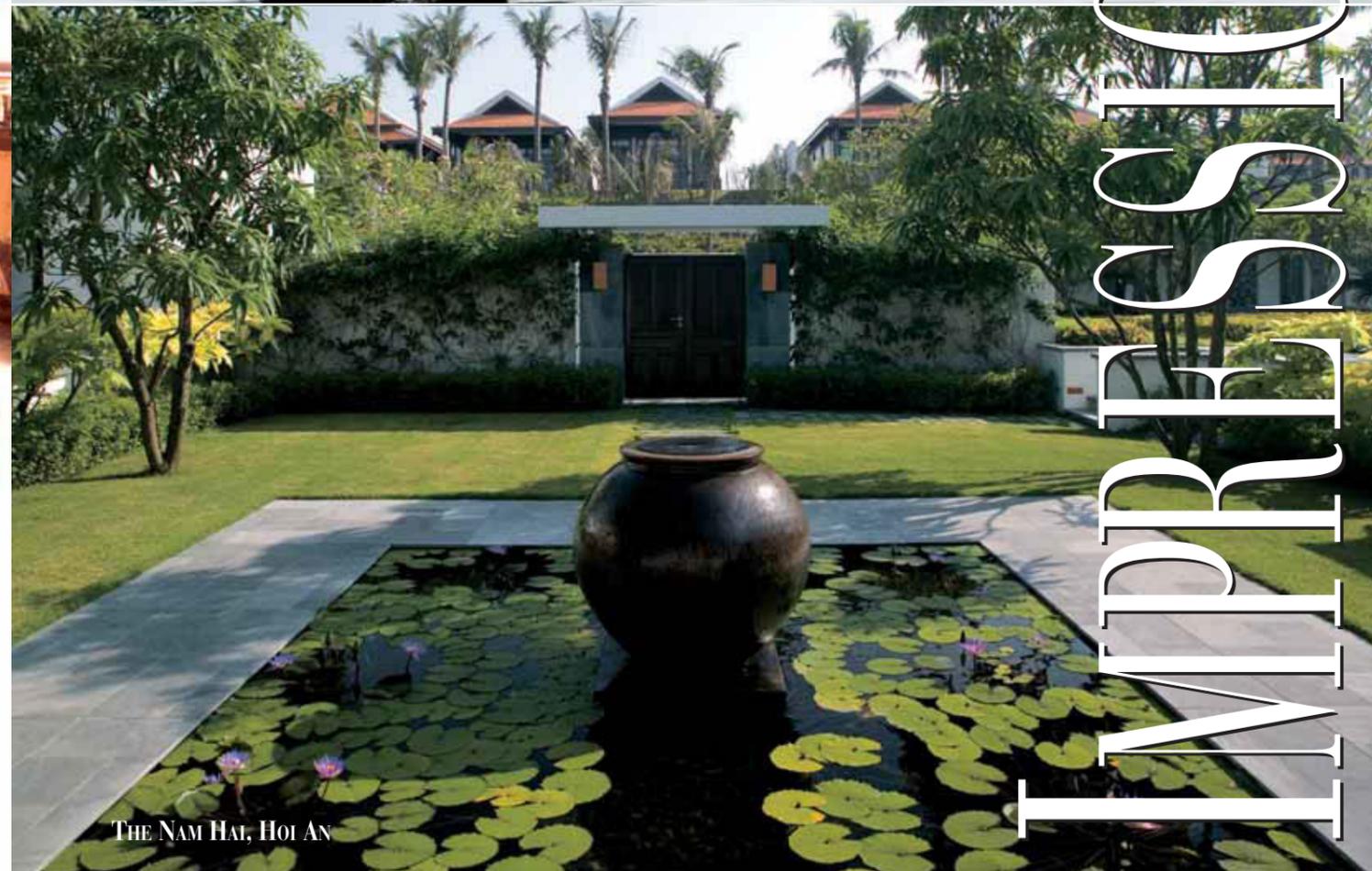
ARCHITECT

JEAN-MICHEL GATHY



THE STRAND, YANGON

THE NAM HAI, HOI AN



THE NAM HAI, HOI AN

MORE STORIES

Maybach – a luxury car brand on a par with Rolls Royce and Bentley – presented its new top model, the 62 S (S stands for ‘Special’), at the NAIAS 2007 motor show in Detroit. Its enhanced twelve-cylinder 612 hp engine makes the 62 S the world’s most powerful chauffeur-driven saloon in series production.

The eye-catching exterior comes in black or silver or in a special new gleaming white finish. Inside are coordinated applications of exquisite piano lacquer and sport carbon or anthracite poplar. Capable of accelerating from zero to 100 km/h in 5.2 seconds and reaching a top speed of 250 km/h, the exclusivity of this powerful beast is underlined by a plate on the engine cover bearing the signature of the Mercedes-AMG technician who assembled it by hand, based on the now familiar ‘one man, one engine’ concept. Despite its price tag of 517,888 euro, this flagship model ‘made in Germany’ wins over some 500 buyers a year.



MAYBACH 62 S

PREMIUM CARS



THE CHEDI, MUSCAT



THE NAM HAI, HOI AN



THE BEACH HOUSE AT THE LEGIAN, BALI



THE DATAI, LANGKAWI

SUITES
&
ROOMS



“My interest in health and well-being stems from my father, who still goes to the gym every day. My personal philosophy is that life is there to be enjoyed, simple as that. ‘Do what you love and love what you do’. I believe we shape our own future by developing a vision of what we want to achieve. To me, GHM staff are unique. I really appreciate working with a team of true professionals and feel honoured to be associated with some of the best hoteliers in the world in ensuring a truly memorable experience for our guests. As the pace of life accelerates, there is an increasing demand for spa services. Humans have an innate need to connect with Nature, and that is part of the appeal of spas. GHM currently has seven spas, and another seven under development, so the trend is clear for all to see.”

Brenda Ramen is Canadian by birth but also holds Australian citizenship. Brenda was a fashion industry executive before going to study at the Australian College of Natural Medicine. During her studies, she was able to put her courses in massage, reflexology and aromatherapy to practical use as a spa therapist at the Hyatt Regency Coolum Spa. Later, she set up her own natural therapy practice, where she specialised in Hawaiian Temple Bodywork and Ayurveda. At the same time, she continued her training with Vedic gurus and Hawaiian shamans. She joined GHM in 2003 and developed a range of products and services for The Spa at The Legian. Brenda is currently Director of Spas at GHM. Brenda won the 2006 SpaAsia Crystal Award for Most Effective Implementer.

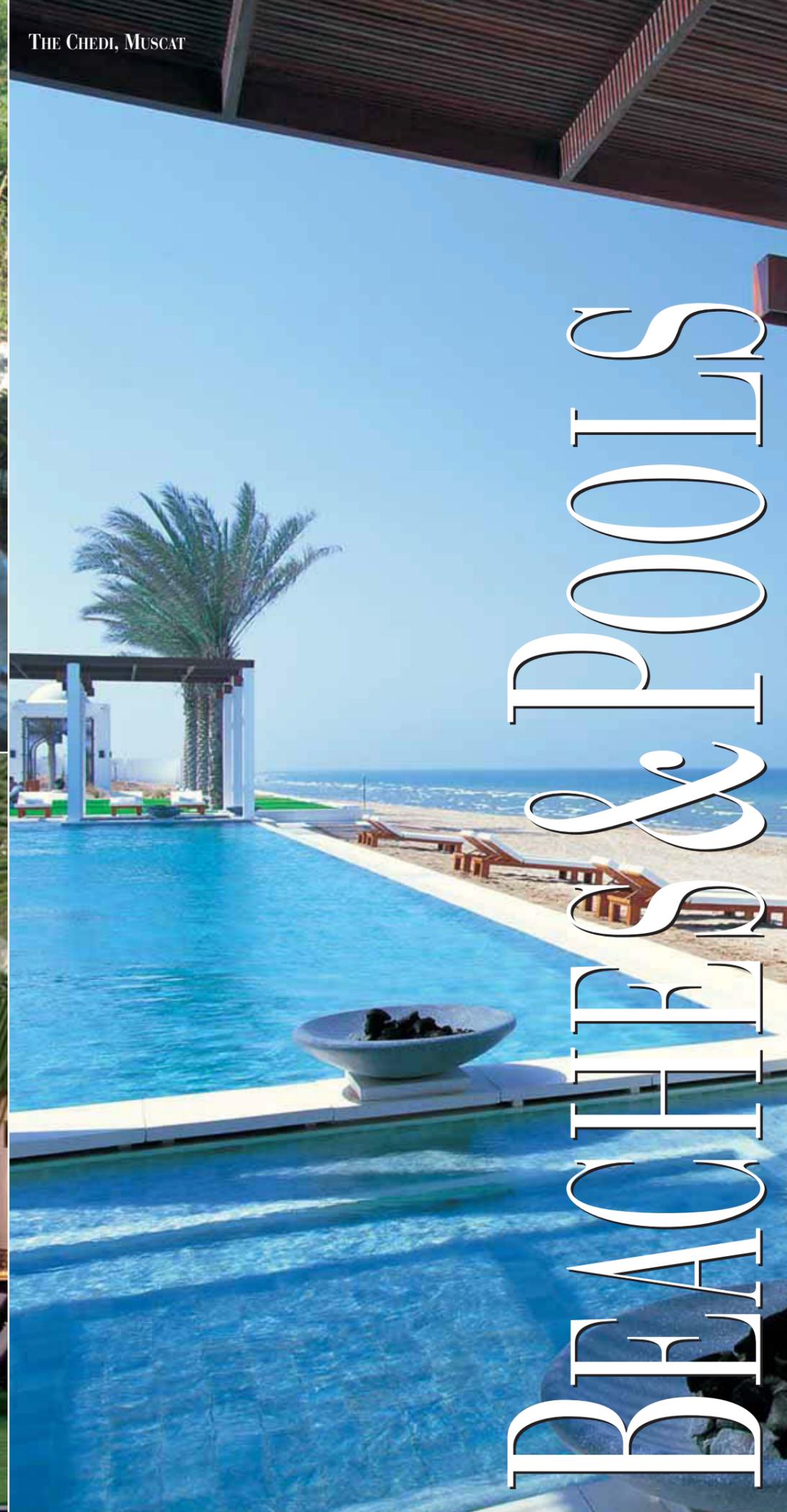
GHM DIRECTOR OF SPAS

BRENDA RAMEN

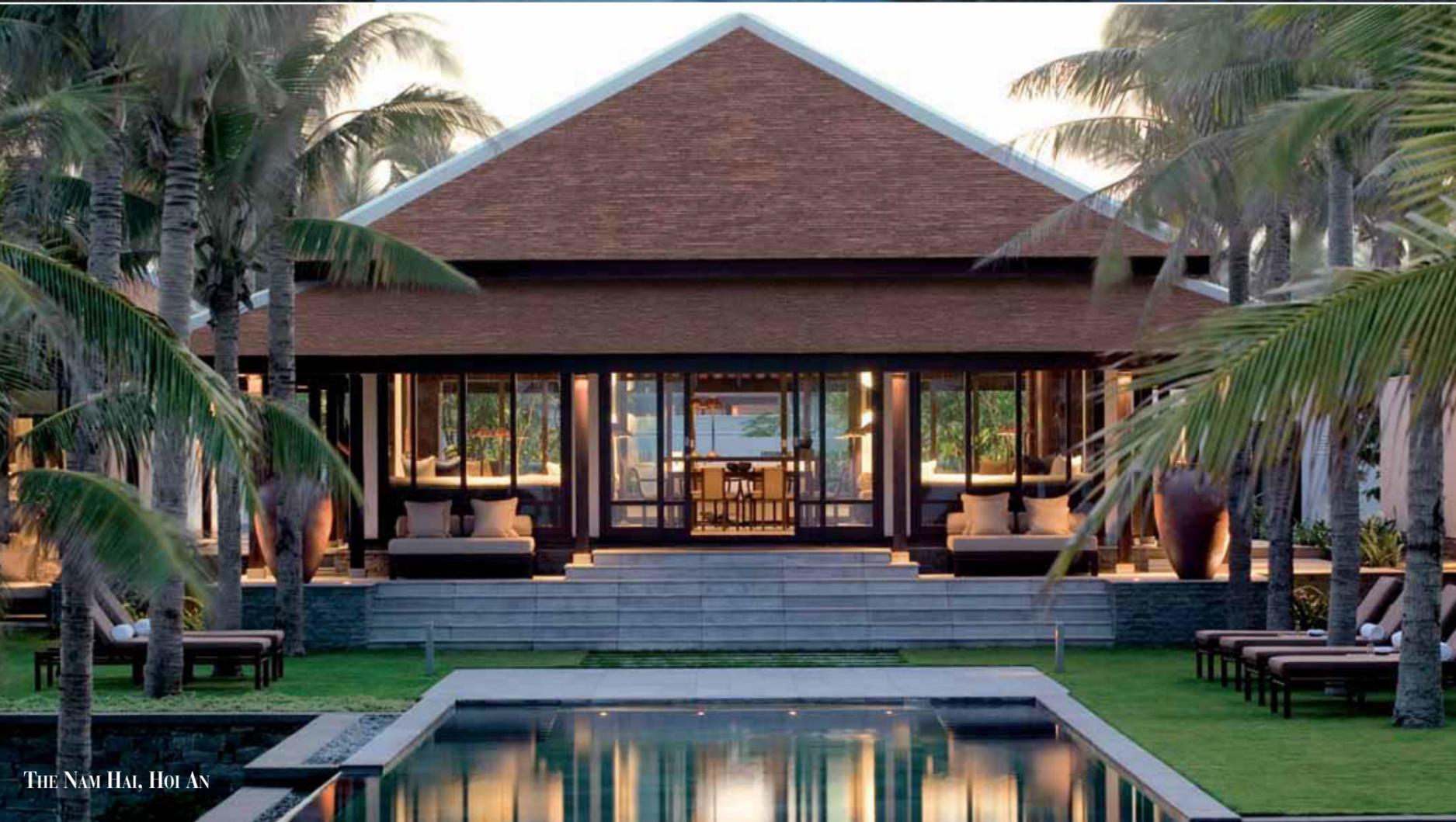
THE ANDAMAN, LANGKAWI



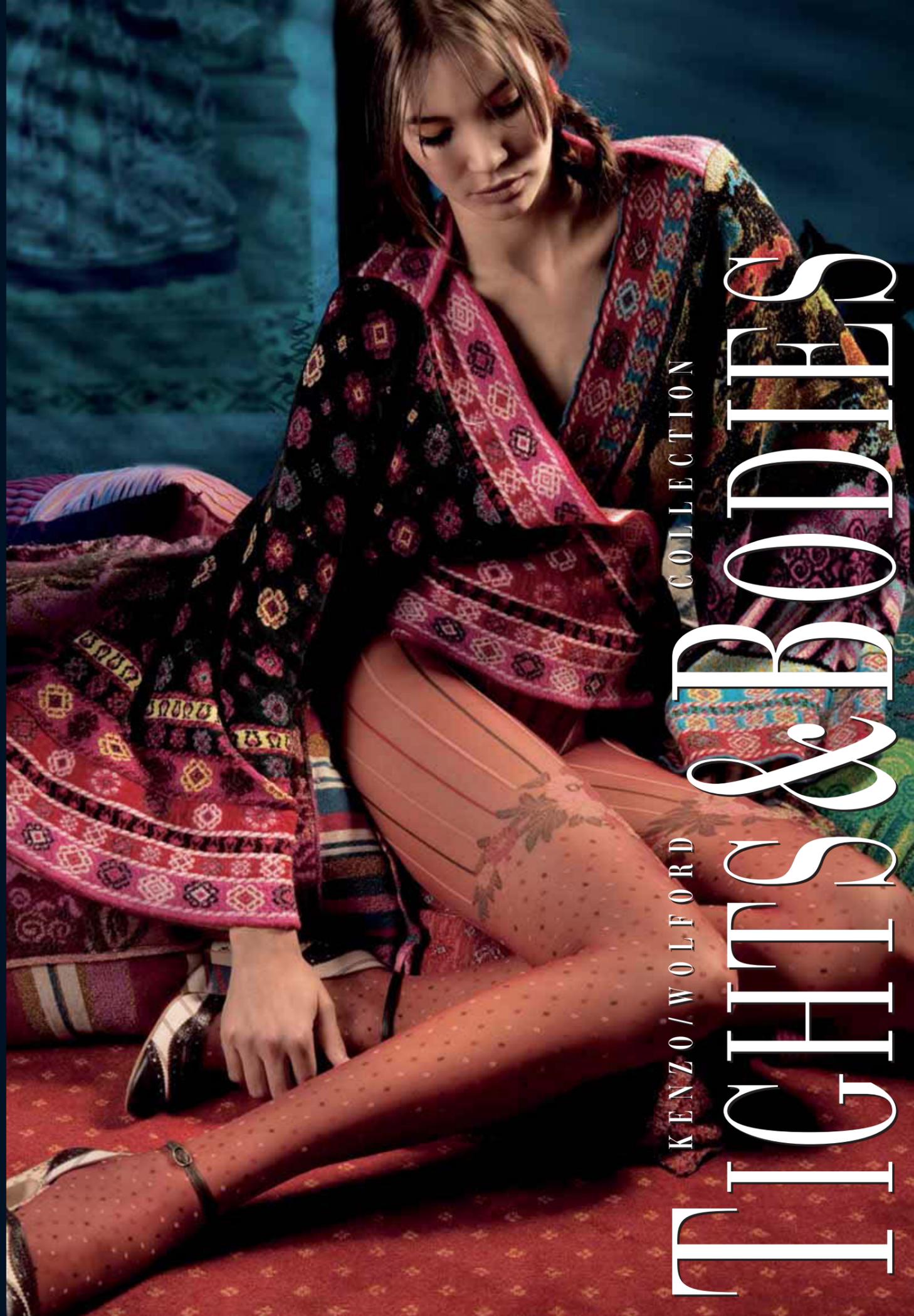
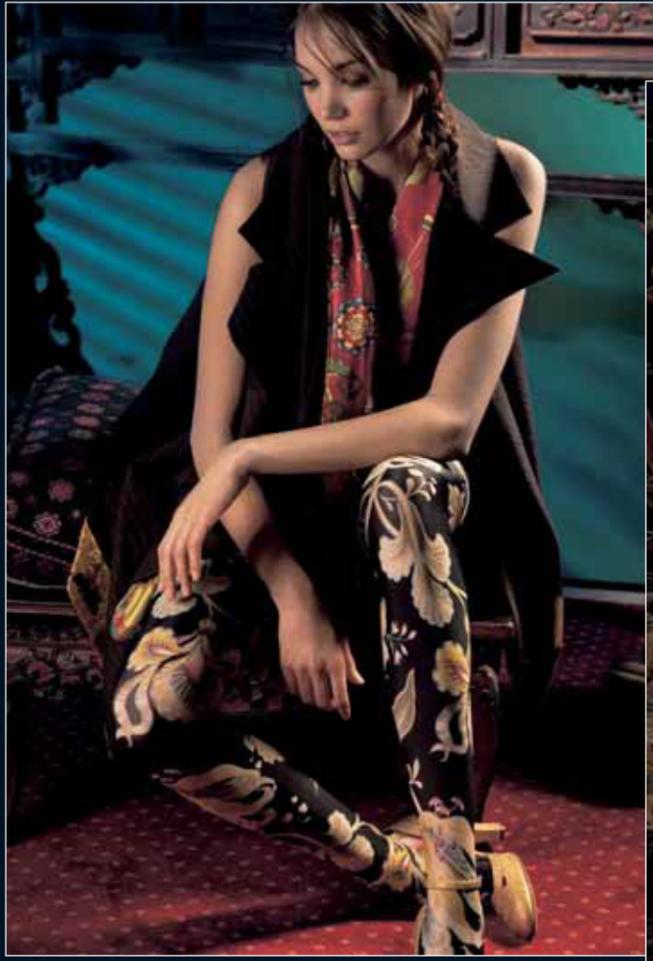
THE CHEDI, MUSCAT



BEACHES & POOLS



THE NAM HAI, HOI AN



COLLECTION

KENZO/WOLFORD

TIGHTS & BODIES

A high-angle, close-up shot of a Cessna Citation X business jet flying over a vast expanse of white clouds. The aircraft is illuminated by the warm, golden light of a sunset or sunrise, creating a dramatic and luxurious atmosphere. The jet's sleek, aerodynamic design is highlighted, showing its two engines mounted on the wings and its distinctive T-tail.

Golf legend Arnold Palmer and ex-Formula-1 world champion Nelson Piquet were the first to buy the Cessna Citation X, making them the proud owners of the fastest civil aircraft gracing the world's skies today. Concorde and the Tupolev Tu144 were both faster, but are no longer in service. The top speed of the Citation X (X as in the Roman numeral for 10) is Mach 0.92 (970 km/h), just a whisker below the sound barrier. Powered by two Rolls Royce AE 3007C1 engines, the business jet can climb straight to 43,000 feet. Without refuelling, the Citation X has a range of 6,300 km, enough for a flight from New York to Paris. Despite this performance, the luxury jet, which is named after a famous racehorse and can hold up to 12 passengers, is remarkably efficient, consuming less fuel than many slower aircraft. The purchase price has not been revealed but is rumoured to be around US\$ 50 million.

CESSNA CITATION X

PREMIUM PLANES



“Stylish elegance, sophisticated understatement and cautious reserve in my business dealings are my core values. My personal style was, above all, shaped by my time in London, where distinguished discretion and good manners are highly valued. My penchant for perfection constantly drives me in my professional life.

I’ve been working for the GHM Group since 2006 because its ideal organisation, free of autocratic and bureaucratic structures, allows me to implement my philosophy perfectly. The Chedi in Milan, the first ever GHM hotel in Europe, is quite different to the Group’s other hotels, with their idyllic locations. This is a real challenge for the GHM Group, being its first hotel complex in an entirely urban environment to mainly target business clients who value perfect service.

Work ethics and management styles are personal and vary from hotel to hotel. When I’m working,

I constantly try to see things through other people’s eyes. This open approach allows me to connect closely with others. What makes my management style stand out is the way I take on board all team members’ opinions. Only by taking all innovative ideas into account will be able to develop the comprehensive range of services that will make our guests’ stay in the largest metropolis in northern Italy a unique experience.”

Andrea Prevosti embodies the classic rags-to-riches legend. He started out as a humble but ambitious bellboy, then worked his way up to become reception manager in the Imperial Palace. Driven by a desire to learn even more, he left Italy in 1988 and settled in London, where he pursued his career at the Hyde Park Hotel, where his persistence paid off: within only 5 years, he moved up from the lowest rank to become a manager. When the Forte Group opened the renowned Eden Hotel in Rome in 1993, Andrea Prevosti was appointed F&B Manager. Another milestone in his career was his stint at the hotel and restaurant La Terrazza, which was awarded a Michelin Star and crowned the best restaurant in Italy. In 1999, he became General Manager at Le Meriden Hotels and Resorts in Turin Lingotto. There he oversaw the opening of Le Meridien Art+Tech in 2006, which served as the International Olympic Committee’s headquarters during the 2006 Winter Games.

GENERAL MANAGER AT THE CHEDI AND THE VIRTUS CLUB MILAN

ANDREA PREVOSTI



THE ANDAMAN, LANGKAWI



THE SETAI, MIAMI BEACH

SPAS



THE CHEDI, MUSCAT



THE LEGIAN, BALI

BATHROOMS

Condé Nast Traveller is compulsory reading for the discerning traveller. Each year sees the world's top 100 places to stay honoured in its Readers' Travel Awards. Once again in 2007, GHM hotels figure high up in the rankings. In the Overseas Leisure Hotels category (Middle East, Africa & the Indian Ocean islands class), the group was represented by The Chedi Muscat, Oman, which came second, with a score of 95.67.

The Chedi Phuket (Asia & the Indian Subcontinent class) equalled that ranking, scoring 93.26 and was acclaimed as offering the best value for money. In its region, The Datai, Langkawi was also among the leading hotels, scoring 98.87 and gaining special recognition for the standard/comfort of its

accommodation. In the Overseas Hotels and Spas category The Datai was also acknowledged as offering the best facilities, scoring 92 and taking joint third place, together with the Mandara Spa. In the

overall rankings of all categories included in the 2007 Awards, The Chedi, Muscat, Oman ranked second in the list of «The World's Top 100». The Chedi Phuket came thirteenth and The Datai twenty fourth.

CONDÉ NAST TRAVELLER; READERS' TRAVEL AWARDS 2007

THE WORLD'S BEST



“After the hectic atmosphere and clamour of South Beach, stepping into The Setai feels like entering a shrine. The location is unbeatable, the service is flawless, the rooms are beautiful and The Setai Spa is just wonderful. In my view it’s simply the perfect hotel. I expect a great deal from hotels. Especially when I stay somewhere regularly, I feel the staff ought to remember what I like and be correspondingly attentive. Mostly I’m recognised pretty quickly because my mane of blonde hair and large physique don’t exactly help me blend in with the crowd. Thankfully, the quality of hotels has drastically improved, worldwide. Today, facilities that used to offer guests a place to grab a few hours’ sleep have become lifestyle centres. Indeed, the major resorts are all vying to outdo each other in the lifestyle stakes. I wish my home in Miami was as alluring as the apartment usually allocated to me at The Setai! Owing to my lifestyle and the extensive travelling I do, I’m glad The Setai offers guests apartments, as well as rooms and suites.”

Boris Becker (40) is one of the most successful tennis players in the world. In 1985, at the age of 18, he was the youngest player ever to win Wimbledon (defeating Kevin Curren), a tournament that he went on to win twice more, in 1986 (Ivan Lendl) and 1989 (Stefan Edberg). In 1991, he became World Number 1 and by the time he retired in 1999 he had won 49 ATP singles titles, 15 ATP doubles titles, the ATP Championship Winner title twice (1992, 1995) and the Grand Slam Cup in 1996. He now commentates for the BBC and writes a column for The Times. He is the co-founder of the Cleven-Becker Foundation, a founder member of the World Sports Awards, a board member of the Elton John AIDS Foundation, an active supporter of Deutsche Aidshilfe and a board member of FC Bayern Munich. He owns three Mercedes dealerships in Germany, is a shareholder in Boris Becker Sports GmbH and co-founder of and shareholder in Boris Becker & Co., based in the Swiss canton of Zug. Recently Becker launched his own new sportswear collection entitled «Boris Becker Tennis» (www.borisbecker.com).

BORIS BECKER, TENNIS LEGEND AND BUSINESSMAN

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G H M H O T E L S

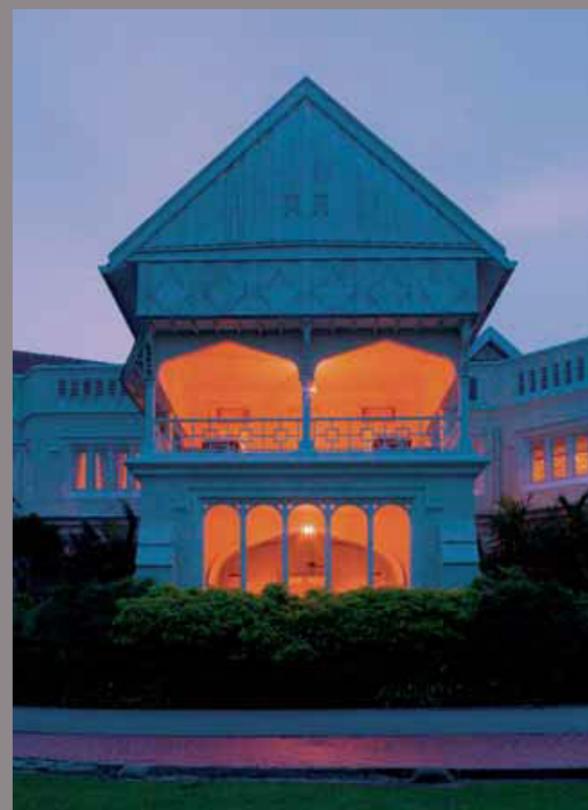
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FUTURE GHM PROJECTS

- THE ANANTI, KUMGANG MOUNTAIN, NORTH KOREA (OPENING APRIL 2008)
- THE SERAI CLUB, JIMBARAN, BALI (OPENING JUNE 2008)
- THE NIZUC, RIVIERA MAYA, MEXICO (OPENING IN 2009)
- THE YAMU, PHUKET (OPENING IN 2009)

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who are intent on fulfilling
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