

THE MAGAZINE

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



No. 4

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



Status, status, status. Some already have it, while others hanker after it, but the world definitely seems to revolve around it. A Google search finds hundreds of millions of hits for “status”, making it surely one of the most widely used terms around today. In a human context, the main connotation of the word is social. People are deemed to be of “greater” or “lesser” status, of “high” or “low” status, to have ‘more’ or ‘less’ status, depending

on their perceived rank in society. And surely money is what people most readily associate with status, though a degree from a prestigious university or business school, a top rank (such as CEO), designer clothes and accessories, a beautiful body, great looks and a handsome partner don’t exactly do any harm either. Back in the age of chivalry, status was hereditary or ‘heaven sent’. A king who was a lousy scholar still retained his kingly status, and a nobleman would remain a nobleman regardless of whether or not he attended to such tiresome duties as running his estate. But now (with very few exceptions) these days are over, and anyone

who wants status has to earn it by achieving something. So the acquisition of status is invariably associated with such unpalatable notions as hard work, sweat and the expenditure of great effort. It may therefore seem somewhat surprising that such a concept should dominate the hotel and tourism sectors in particular. Indeed, nowadays there is barely a hotel or airline that doesn’t proudly trumpet some kind of VIP club or facilities. But people who travel certainly don’t want to work hard, sweat, experience any stress or expend a great effort. Usually they seek rest, relaxation and wellbeing. GHM hotels deliberately desist from any mention of status. According to their underlying philosophy, all their guests are on the same, high level. There is simply no need to distinguish between them in terms of social status.

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.



JAMES E. GRAF, EDITOR-IN-CHIEF

STATUS



“In terms of its underlying concept, GHM as a company was to be in the same spirit as Amanresorts having similar refined, lifestyle-oriented elements but focusing on a slightly different target audience. We’ve always pioneered destinations in many aspects including being the first to build hotels in unknown locations, like Langkawi and East Bali. GHM has always risen to the challenge of finding new destinations and combined that with the provision of high-quality bespoke products. Last year we launched our first hotel in Europe, The Chedi Milan.

The European market has embrace the simplicity and refinement of Asian styles with the comfort of European lifestyle. Our hotel do most of their business with guests from Europe who are familiar with the quality of service we deliver. If we bring our principles to Europe, GHM will prove highly successful. GHM does not deliberately set out to be different, for what we define as good quality is not about theatrical elements or gimmicks. Our products create a sense of place in an understated, elegant manner. We manage quality and strive to grow at the same time, and the results are innovative architecture and well-defined spaces. The hallmark of good design is that it surpasses trends. Our hotels provide a consistent mix of comfort and style that offers our guests a multi-faceted experience. Whilst global tourism is thriving, there is more money in private hands than ever before. People are constantly seeking new experiences and are willing to pay for them. You don’t have to be different to be good. But if you’re good, then you are different.”

Ralf Ohletz attended the School of Hotel Administration in Heidelberg, Germany, before completing an extensive four-year training programme at the London Hilton. Having spent a substantial part of his career at some of the world’s leading hotels, like The Oriental Singapore, The Mandarin Hong Kong and The Pierre in New York and 22 years ago he worked at The Beaufort Sentosa and The Sukhothai Bangkok with Adrian Zecha, he subsequently joining the team put together when Zecha and Hans Jenni founded GHM. Ever since, he has played an integral part in contributing to GHM’s enviable reputation.

EXECUTIVE VICE PRESIDENT

RALF OHLETZ



“Having grown up in the hotel business, I have been privileged to step through the doors of many awe-inspiring hotels around the world. The greatest impressions and most memorable experiences have always involved perfect service. Nothing comes close to stepping into the surreal world of a stunning hotel and being welcomed by smiling employees addressing you by name. That is what makes the difference between merely good service and spectacular service. For that fleeting moment, you feel like you are the hotel’s only guest. If that sensation lingers until you check out, the hotel will have succeeded in offering true hospitality. GHM gives us the opportunity to let our personalities and management styles evolve naturally, rather than having to adhere to ‘hotel chain regulations’ of the kind that quite often prevail elsewhere. Every GHM hotel seeks to combine attention to detail with flawless service and achieve the ultimate by surpassing every guest’s expectations.

In this day and age, where virtually every hotel promises to ‘wow’ its guests, it takes that little bit more to give people a stay worth remembering for years to come. GHM has all the right ingredients to achieve that, and gives its general managers everything they need to offer guests a sensational experience, a memorable voyage into an unexpected realm. The Carcosa embodies the past of Malaysia in a truly unique setting in the bustling, thriving city of Kuala Lumpur. Many guests are clearly awestruck by the serenity of the establishment’s location. With just 13 suites, the hotel offers personalised butler service and management that its guests deeply appreciate. Interaction between guests and local staff is actively encouraged, affording everyone a glimpse of what life must have been like back in colonial times, yet with all modern amenities on hand.

Carla Petzold-Beck grew up in Switzerland, Singapore and the United States. She then went on to accumulate professional experience in several different countries, including as General Manager of the Morgan’s Rock Hacienda & Ecolodge in Nicaragua. In 2006 she joined GHM, where she has risen to the post of General Manager at the Carcosa Seri Negara in Kuala Lumpur, Malaysia.

GENERAL MANAGER AT THE CARCOSA SERI NEGARA, KUALA LUMPUR

CARLA PETZOLD-BECK



DEVOTED TO LUXURY AND DEVOTED TO YOU. The Malkai in the Sultanate of Oman will be a country club and resort that ranks among the best, most exclusive destinations anywhere in the world. Scheduled to open in late 2010, it is located some 50 kilometres away from Muscat in Oman's Al Batinah region, close to the town of Barka, just 3 km from the sea and its own private beach club. The heart of the resort will be a world-class 9-hole golf course, the first ever in Oman designed by the renowned golf course architects at Gary Player Design.

A PLACE OF CULTURE: Oman has a fascinating history and is a place of great beauty, dignity and respect, where almost anything is possible, whatever you desire. It is also a place where the venerable cultures and traditions of the past meet the needs of a fast-paced, ever-changing world, offering history and splendour that are beyond compare. The Sultanate of Oman, occupying the south-eastern corner of the Arabian Peninsula, has a long, proud heritage. Excellent tourist facilities are already available in its major cities - Muscat, Salalah, Sohar, and Nizwa - and are rapidly spreading to other parts of the country.

BEACHES AND MOUNTAINS: Whether visitors are seeking adrenalin-fuelled adventure or looking to discover unspoilt, tranquil nature, Oman has a wealth to enjoy. The country's wild, varied coastline makes the scuba diving here among the best in the world, with warm, deep blue seas offering the true ultimate in underwater adventure. Awe-inspiring coral reefs and large numbers of dolphins and rare underwater species make every dive a breathtaking experience. Oman's rugged mountains, with peaks reaching 3,000 meters, stretch the length of the country, whose dramatic scenery includes meandering wadis, deep canyons and towering cliff tops. The Malkai will provide 4x4 vehicles to venture into the mountains or send guests pulses racing off road along the spectacular dried-out river beds or among the sand dunes.

THE MALKAI, OMAN

FUTURE PROJECT



THE GOLF COURSE: The crown jewel of The Malkai will be its stunning Gary Player Design golf course. Gary Player is the global leader in golf course design, with a portfolio of over 250 award-winning projects in 35 countries on five continents.

The unique course at The Malkai will feature a centre-piece lake adjoining the par-five seventh hole. Date palms and desert vegetation will frame the undulating fairways and manicured greens, creating a genuine sporting challenge in the most dramatic of settings.

THE SPA: A haven. A place to relax, recuperate and meditate. The Malkai Spa will be a sanctuary where you can indulge yourself, taking advantage of a host of natural treatments and remedies. It will be designed as a vast, walled water garden, featuring special floating treatment pavilions to provide ultimate relaxation. The facilities will include sauna and steam rooms, plunge pools, a gym, hairdressing and manicure services and a generous range of wellness treatments to pamper the senses.



THE HOTEL: The Malkai Hotel will comprise 40 luxurious suites, each with its own private swimming pool. The complex will also include four professional tennis courts, corporate facilities, a kids' club, a library and a number of beautiful bars and restaurants.

<http://www.ghmhotels.com>



Madonna, who is going to celebrate her fiftieth birthday on 16 August 2008 by starting out on a new world tour, is the most successful pop icon of all time. Her 25-year career has earned her an estimated fortune of \$600 million, and last year Forbes Magazine voted her one of the world's three most influential celebrities. Despite a strict upbringing at home and even attending a convent school, she was never one to pander to 'good taste'. In fact she has held up conventional attitudes to ridicule by deliberately flouting them. Her career has been characterised by provocation and statements like "I always thought of losing my virginity as a career move". Naturally, this scornful comment should also be construed to imply that working together with Madonna is just as exciting and profitable for her collaborators as vice-versa. At High School, Madonna's IQ of 140 put her in the top 2%. Today she is a diva, star and sex symbol, with a fantastic instinct for new trends. "She was incredibly quick-witted, extremely inquisitive, funny and very, very ambitious" said the late painter Jean-Michel Basquiat, whose lover she was for a while. To stay at the very pinnacle of the greasy pole of pop for a quarter of a century is no mean feat, calling for more than a feel for songs, sound mixes and any associated "styling". Clearly, to sell her 150 million or so records, Madonna must understand the mechanics of the entertainment industry and boast an exceptionally keen nose for the opportunities arising within it. Last year she annulled her contract with Warner Music, and concluded an unusual pact with the concert promoter Live Nation that will earn her around \$120 million between now and 2017. "The paradigm has shifted in the music industry", says Madonna about her switch to Live Nation, "and as an artist and business-woman I have to shift with it". It was with her own label, formed in 1992, that she enjoyed her greatest success in the record business. In 1995 she signed up a Canadian singer called Alanis Morissette and produced with her the rock album Jagged Little Pill, which became the most successful debut album in history with sold over 30 million copies worldwide. In 2007, Madonna held on to her claim to be the most powerful woman in showbiz by netting \$72 million from concerts and TV shows, sales of children's books and live DVDs and a fashion collection for H&M. Her new world tour will swell her fortune even more...and no doubt provoke both her band and her fans, as during her last world tour, when she declined to introduce her musicians or give any encores.

MADONNA - CASH QUEEN OF THE MUSIC SCENE

STARS & BEAUTIES

THE DATAI, LANGKAWI



THE CHEDI, CHIANG MAI



THE NAM HAI, HOI AN



THE CHEDI, MUSCAT

DINING ROOMS & BARS



“Making other people happy makes me happy. This also applies to my job at The Datai. I love what I do; when our guests have particular requirements, I go out of my way to make sure those requirements are met, no matter how unusual. Although I’m the only woman on the Beach Club team, I’m completely comfortable with that and am always up for a laugh. As a Muslim, I find it interesting to mix with guests from a variety of countries and cultural backgrounds. Many of our regular guests invite me to visit them in their home countries, which I really appreciate. Unfortunately, I’ve never had the time to take them up on their offers, so the Eiffel Tower in Paris, the architecture of Rome, Tower Bridge in London and the snow-capped mountains of Switzerland are still just a dream for me.”

Suzana Bt Abdullah grew up in Taiping, Perak, West Malaysia and attended school there. She worked at the Sheraton Utama and Royal Brunei Catering in Brunei before starting at The Datai in 1996. She has two children and her husband is in charge of room service at The Andaman.

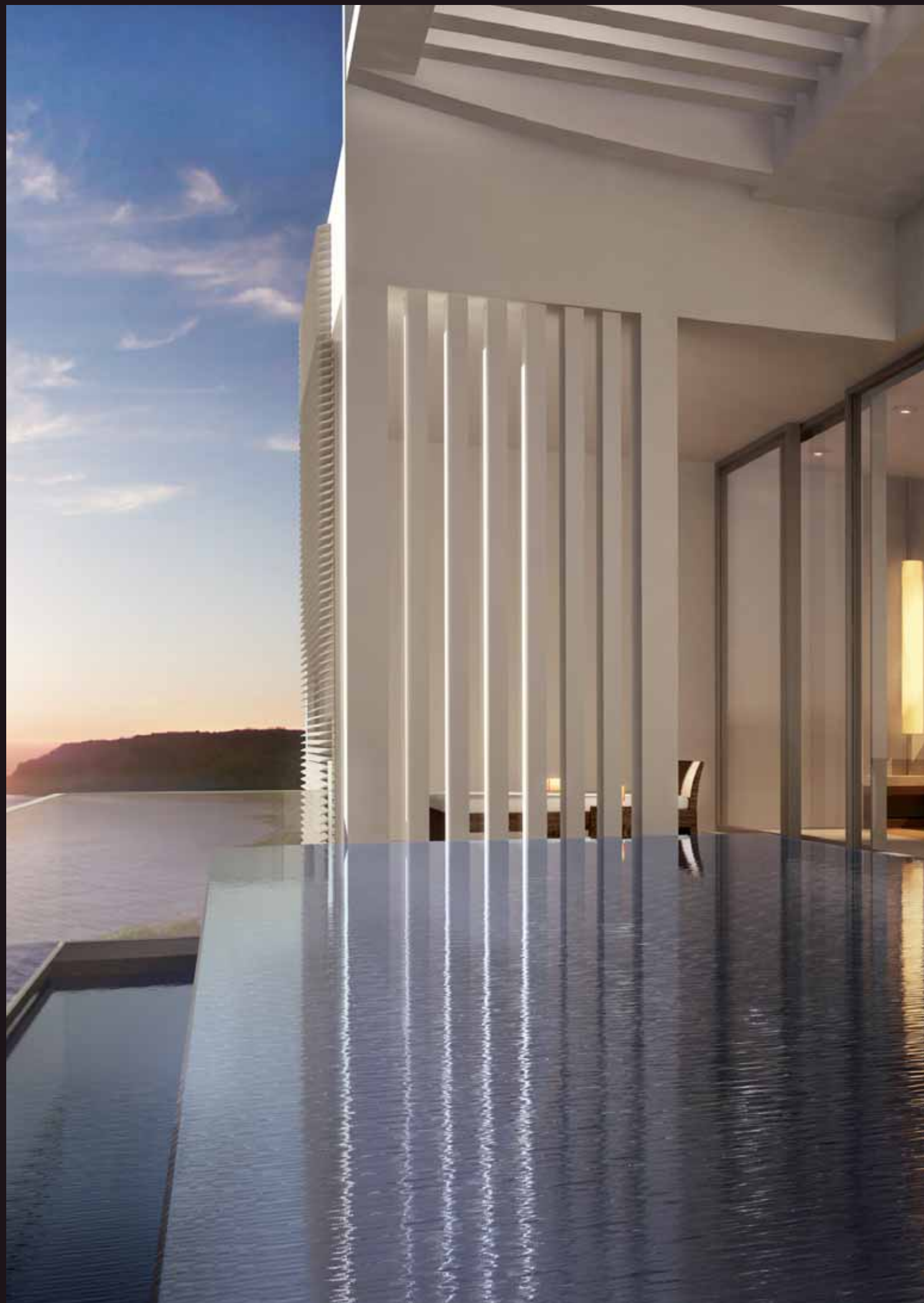
SUPERVISOR AT THE BEACH CLUB RESTAURANT, THE DATAI

SUZANA BT ABDULLAH



H & M COLLECTION 08

FASHION SWIMWEAR



MYSTIC IDYLL: According to Mayan legend, Nizuc is a gift from the gods. Indeed, the word 'Nizuc' evokes a kind of mysterious, divine bridge between the past and the future. The site of the same name is located on Mexico's Riviera Maya, adjacent to the largest coral reef in the Western hemisphere. Formerly the location of a presidential retreat, today Nizuc's coastline will welcome visitors keen to experience the very best of the Caribbean. The new resort has been designed to offer only the best amenities and services. A revitalised mangrove lagoon will be dotted with swimming platforms, and a sinuous maze of nature trails will lead to gloriously secluded spots. A boardwalk and bridges will afford access to the resort's wide array of accommodation, and a new marina will nestle naturally in the landscape, making for easy access to Cancun itself and the Caribbean beyond.

FAST ACCESS: The resort is conveniently located for major business centres and various pleasure spots, including for dining, nightlife and shopping in the bustling metropolis of Cancun or nearby towns like Playa del Carmen. The International Airport of Cancun, Mexico's leading hub for international flights, is located roughly 5 miles away. Major gateway cities like Miami and Houston are within less than two hours' reach, and the distance by plane from Los Angeles and New York is 4 hours or less.

PRIVATE ACCOMMODATION AND HOTEL: The accommodation, which will open in autumn 2009, will be provided in private villas and other residential buildings and a luxurious hotel. The amenities and services provided throughout the complex will be highly valued by residents and hotel guests alike. The private section of the site, which is available for purchase, offers three luxurious beachfront villas situated to guarantee privacy. All these three-bedroom dream homes are on beachfront lots and comprise a very generous living space. Each villa has beautifully landscaped grounds surrounding a private, lap-sized infinity pool. Their architecture and design are inspired by Mayan aesthetics, updated to accommodate modern sensibilities, and graced with the warm serenity

THE NIZUC, MEXICO

FUTURE PROJECT



characteristic of the Mexican and Asian lifestyle. Nizuc will also have 16 club-suite residences located along a private kasbah. Each suite will comprise a kitchen and butler areas and feature an open-air terrace with a private plunge pool. Another 160 residences will be housed in multi-level residential buildings, again each with individual plunge pools. The hotel itself will have 45 suites offering soul-stirring views of the sculptural pools and crystal blue sea beyond.

AMENITIES AND SERVICES: The complex will include numerous top-of-the-range facilities, restaurants and bars. Sporting enthusiasts will not only include the obligatory tennis courts, but also two golf courses, accessed via private waterways. The resort's three restaurants and cocktail lounges will each provide a setting as stylish and refreshing as the creations they serve up. The activities on offer will include artwork, nature walks, beach walks, treasure hunts and mangrove and garden tours.

SPA: The serene backdrop has been designed to offer infinite opportunities for relaxation, rejuvenation and meditative enlightenment. Laid out in a natural setting just across a channel from the beachfront mangroves, a huge spa will beckon, offering lavish treatments, one-on-one training and spiritual body-mind sessions. The cures taken at Nizuc will combine the best of ancient and modern therapies with top-quality ingredients and knowledge of skin care to restore the body's natural balance.

RESORT ACTIVITIES: Being located in a region with abundant recreational opportunities, Nizuc has a great deal to offer, both on land and at sea, including an impressive range of water sports straight off the beach, including snorkelling, Hobie Cats, Sailfish, sea kayaking, windsurfing and truly world-class shipping charters.

Snorkelers and qualified divers can look forward to coral reefs inhabited by brilliantly hued marine life just off the shore, and Nizuc is located within easy reach of the Western hemisphere's largest reef. The resort's Kayak Centre has an ample stock of equipment for rent and will also provide training programmes and off-site dives at all levels.

<http://www.ghmhotels.com>

Audi is continuing its successful RS6 line with the latest high-performance product, the RS6 Avant, top of its Avant range (boasting a 1,660-liter load capacity). Production of the RS6 Avant began in April, taking over from the limited-edition RS6 plus. The RS6 Avant's bi-turbo V10 engine delivers an unrivalled 580 HP, giving it the attributes of a super sportscar (0-100 km/h in 4.6 seconds, a top speed of 280 km/h) and making it the most powerful estate car in the world. It also comes with a fluid-mechanical Dynamic Ride Control (DRC) system, optional ceramic brakes and a long list of sophisticated technical safety features. For instance, there are radar sensors to maintain the desired distance from the vehicle in front, an 'adaptive light' with a mini-camera that monitors the road, and a computer that vibrates the steering wheel to warn the driver if the car moves out of its lane and the turn signal has not been activated. So at a basic price of around 106,900 Dollars, buyers of the Audi RS6 Avant will get more than a world-beating estate car for their money!



AUDI RS6 AVANT

PREMIUM CARS



“The list of reasons why we have regularly returned to The Datai since 1997 is endless, including the raw, unspoilt nature, the peace and quiet and the fabulous feeling of waking up to the sounds of the rainforest every morning. Many hotels award themselves an ‘eco-label’, but The Datai was – and remains – ahead of its time! When you return to a hotel, you invariably wonder whether you’ll be disappointed the second time.

The amazing thing about The Datai is that the more you return, the more you love it. That may partly be because the flora and fauna of the rainforest are constantly changing, but one of the key factors is surely the excellent service provided by every single member of staff. Everyone says how great it is to see us again, and senior members of staff are always on hand checking that standards are being met and to make sure that

guests are happy. Another rather important point for us is that at The Datai GHM has invested in its rainforest environment. For instance, the naturalist Irshad Mobarak offers a tremendous range of nature-oriented hikes and excursions. So many hotels fail to seize the opportunity of putting their guests in touch with the natural environment around them. The Datai fulfils all our main criteria for a great hotel, namely excellent personal service from the moment you arrive at the airport, a very comfortable bed, a selection of superb restaurants, good value for money and a staff member who is responsible for customer relations.

We return to hotels when we feel they care about our custom. But our favourite – surprise, surprise – is The Datai. No other hotel exerts the same fascination”.

The microbiologist Malcolm Brattle is a prominent figure in the biopharmaceutical industry. In 1990 he was one of the founders of Q-One Biotech Ltd., one of the top biopharma companies. Over the past five years Malcolm has supported the biopharma industry’s efforts to develop drugs based on biotechnology. Today he is a non-executive director of BioOutsource Ltd, a company offering efficient, concentrated customer service in the area of product release, characterisation and tests, including cell-based potency assays, virus-screening assays, molecular biology and protein characterisation. He is the father of two sons and married Janet back in 1970. When Malcolm was still working full time, hotels formed a major part of his life. Today, the couple spend around 16 weeks of the year travelling, go skiing in the winter and take refuge in Asia when winter is at its worst. They are both keen nature lovers.

JANET & MALCOLM BRATTLE, MICROBIOLOGIST, KENT

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FUTURE GHM PROJECTS

- THE ANANTI, KUMGANG MOUNTAIN, NORTH KOREA (OPENING AUGUST 2008)
- THE SERAI CLUB, JIMBARAN, BALI (OPENING IN 2009)
- THE NIZUC, RIVIERA MAYA, MEXICO (OPENING IN 2009)
- THE YAMU, PHUKET (OPENING IN 2009)
- THE MALKAI, OMAN (OPENING 2010)

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