

# THE MAGAZINE

A STYLE TO REMEMBER



No.7

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







**A**lthough the term 'quality' (from the Latin "qualitas" meaning quality, property or nature) does not inherently imply any value judgement, on an everyday basis it certainly is used to infer value, for example when it is contrasted with quantity. In actual fact though, quantity merely describes an amount of qualitative properties and is thus expressed in terms of volumes or measurements. This being the case, quality is the subjective assessment by any one individual of the special and unique properties of a service. As a result, anyone wishing to establish a reputation for quality must take account of customers' wishes and regularly check what customers really want.

Is something missing? If any features of a product or service are missing, this always impacts negatively on their perceived quality. This is particularly true in the hotel business, and especially so in times of crisis. Frequent travellers are currently seeing some astonishing deals offered in all star categories.

Even award-winning top hotels are filling their rooms at rock-bottom prices with groups of globetrotting tourists from every conceivable country. However, frustration is quick to set in after adopting such a short-sighted approach, which may push up occupancy levels, but lowers profits. And suddenly regular guests stop coming, because they have been neglected and feel irritated.

GHM makes fair, sensible promotional offers, but also does all it can to make sure that guests feel happy in their familiar surroundings. And the group does this because it is convinced that ultimately only those operators who are capable of offering guests remarkable creativity and an innovative product will be truly successful during a downturn like the one we are

currently experiencing. GHM also knows that even when times are tough, its guests will still want something of clear value, something that endures. Of course, if it was merely intent on boosting its profits, GHM could cut any number of corners which guests would not even notice. But that would mean offering them an experience that no longer had GHM stamped all over it.

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 and layout adequately reflect the GHM slogan: A Style to Remember.



JAMES E. GRAF, EDITOR-IN-CHIEF

QUALITY





"When I first set eyes on The Chedi Muscat, everything else paled into insignificance. The hotel simply fascinated me right away. Previous experience in Dubai meant that I was familiar with the Arab culture, where showing respect and dignity are important. Another interesting aspect is the range of different nationalities here in Oman, who mix together incredibly well. Being here has fulfilled a dream of mine, while the hotel has risen to become a market leader. Therefore, now we have to make sure we maintain the standard. My ambition is for us to be a cut above everyone else in terms of our food, beverage and service, plus to make our guests feel that they are in a special place where they can immediately relax, while their needs are attended to by a friendly, motivated staff. I am also determined to make sure that we remain creative and don't sit back on our laurels. The first impression gained by our guests must be of harmony and perfection in relaxed and stylish surroundings. I am delighted when guests staying at The Chedi Muscat regard it as something special, a place they immediately feel is like a calming oasis. And we owe all this to His Highness Sayyid Thuwainy Shihab Al Said, who owns this plot of land. His Highness and the team of investors were wise enough to interpret GHM's vision correctly and see how he could use it to raise tourism to Oman to an altogether different level from what had been on offer here previously. What sets the hotel apart and accounts for a large proportion to the hotel's success, is its Arabian-Asian architecture with its soft colours, straight lines and abundant gardens."

York Brandes was born in Germany, where he attended the School of Hospitality Industry Management in Dortmund in 1991, graduating in 1993 with a government-approved Diploma in Hotel, Catering and Institutional Operation. After gaining experience in several posts and countries, including stints at The Peabody, Orlando (USA), Hotel Zürich (Switzerland), the Michelin-starred restaurant Orangerie in Düsseldorf (Germany) and the Ifenhotel in Hirschegg (Austria), he added a Food & Beverage Diploma from the Educational Institute of the American Hotel & Motel Association. In 1993 he served as Assistant Food & Beverage Manager at the Chicago Beach Hotel in Dubai, then as a hotel manager for the Maltese operator Sea Cloud Cruises, moving on to become the Food & Beverage Manager at Reid's Palace Hotel in Madeira (Portugal), and then Resident Manager and General Manager of the Anassa Resort in Cyprus, before being appointed General Manager of The Chedi Muscat at the end of 2003.

GENERAL MANAGER, THE CHEDI MUSCAT

YORK BRANDES





THE DATAI, LANGKAWI



THE SAUJANA AND THE CLUB AT THE SAUJANA, MALAYSIA



THE SETAI, MIAMI

# DINING ROOMS





No woman in the world is better at seducing diners' palates than Patricia Wells, who has won over kitchens all over the world with her 11 best-selling cookbooks. During the second week of May 2010, together with her husband, Walter, she will be hosting a Unique Week of Cooking seminar at the luxury resort The Nam Hai in Vietnam. The idea alone is an absolute dream! At this exclusive ocean-front resort on the world-famous China Beach, just outside the fairytale village of Hoi An, Patricia Wells will oversee the serving up of the most exquisite menus that Vietnam has to offer. So the relaxing sunsets that China Beach is renowned for will be rounded off with top wines accompanying the very best Vietnamese recipes. The American star chef, who for years has wintered in Paris and spent the summer at her home in the Provence region of France, regularly offers cooking classes there for around 12 participants. Patricia opted to offer master classes in Vietnam after undertaking an extensive culinary journey of discovery through the country. Back home in France after this wonderful experience, she started experimenting intensively with Vietnamese recipes, and it is the results of these efforts that she would now like to share with the participants in this seminar. Patricia opted to hold her cooking classes at The Nam Hai because she was bowled over by the resort's natural beauty: "I chose it mainly for aesthetic reasons", she said: "the physical beauty of the resort, the delicious, fresh Vietnamese cuisine, and the resort's proximity not only to three spectacular UNESCO World Heritage Sites, but also to one of the world's best new golf courses, The Montgomerie Links".

Patricia Wells, who was born in 1946 and grew up in Wisconsin, is a cooking school teacher, journalist and author. Since 1980 she's been living in the historic small town of Vaison-la-Romaine in the Provence region of France, where she holds cooking classes. She also works as a restaurant critic for the International Herald Tribune and has written 11 books, including "Patricia Wells at Home in Provence", which won the James Beard Award for the best international cook book. Wells is the first woman and only foreigner to serve as the restaurant critic for the French news weekly "L'Express". Her website is [www.PatriciaWells.com](http://www.PatriciaWells.com).

GUEST CHEFS AT GHM

PATRICIA WELLS





Sébastien Loeb is the most successful rally driver of all time. “Super Séb”, as the media call him, has achieved all of his wins with Monegasque co-driver Daniel Elena. It is actually rather surprising that TV channels pay relatively little attention to the 15 World Rally Championship races, since rallies are every bit as exciting as Formula 1. Loeb’s strengths are his adaptability and his ability to concentrate. “I fail to see why you can’t be equally good on gravel, snow and asphalt. If you know how to handle your car, then you know what works in any situation. My driving style lets me see if I did well or lost time. Rally driving takes a lot of concentration. You need to know exactly where to brake and turn, and which gear to use. Racing and overtaking are just improvised. You always push yourself to the limit, without really knowing the track, and at the same time, you have to listen to what your co-driver is saying. I drive less aggressively than most, so my style is more fluid. Tyre loss and other parameters also play a part. You’re allowed to drive each track twice before the race. The first time round, I dictate my notes to my co-driver and the second time round, he reads them to me and I perfect them. During the race, I only ask that he reads them to me at the right time. There’s a lot more at stake for me now than before as I have a lot of experience. If I start a race, I want to win it!” So does the same go for Formula 1, which he is also interested in and for which he has received serious offers?



Sébastien Loeb was born in Haguenau, France, in 1974. He was originally a gymnast and made his World Rally Championship debut in Corsica in 1999. He won his first WRC race in Germany in 2002, was runner-up for the Championship in 2003 and has won the WRC every year since 2004. He even managed to win in 2006, despite having broken his arm in three places and being forced to sit out the last four races. In 2008, he was crowned Champion of Champions for the third time at Wembley Stadium, and in May 2009, French President Nicolas Sarkozy made him a Knight of the Légion d’Honneur. In his free time, Loeb enjoys motorbiking, velcross and flying helicopters. He has a wife, Séverine, and a daughter, Valentine, and currently lives near Rolle, Switzerland, next to Michael Schumacher. In 2009, he won his 6th World Championships title. This made him the most successful rallye driver of all time. In 125 races, he was the winner 54 times, resulting in the unbelievable quotient of 43% victories.

RECORD-SETTING WORLD RALLY CHAMPION

# SÉBASTIEN LOEB





"Being born into a family of hoteliers left a clear mark on my personality. Spending my formative years growing up in a hotel helped me develop an eye for detail and become a patient listener, as well as develop an ability to anticipate customer needs and have the utmost consideration for human sensibilities and emotions. The opportunity to work with two very different cultures and an exceptional team at The Legian in Bali and now at The Setai has given me the attributes to provide every guest at the hotel with a level of service that you won't find anywhere else and that is constantly lifting the bar."

Rohaam Chandra was born in India and graduated as a Bachelor of Business Administration, International Hotel Management with Marketing in 2005 from the Les Roches Hotel Management School in Switzerland. He was also Deputy Chairman of the student committee responsible for social affairs, events coordination, study viability and the presentation of proposals to the school's Board. He then went on to gain practical experience at some top establishments, including Basil & Thyme in New Delhi (2001), the Swissôtel Métropole in Geneva (2002), the Fairmont Château Laurier in Ottawa (2003) and TLC Marketing Pvt. Ltd in New Delhi, where he helped to promote customer loyalty programmes for the Taj Group of Hotels & Resorts (2004). In 2005 he served as Assistant Manager at The Legian Bali & The Chedi Club at Tanah Gajah in Ubud, responsible for food and beverages as well as room refurbishment. After a stint at The Leela in Goa, in 2007 Rohaan, who speaks English and Hindi, is proficient in French and has basic Spanish, moved on to The Setai, where he was soon promoted to Assistant Front Office Manager, a post he has occupied since December 2008.

ASSISTANT FRONT OFFICE MANAGER, THE SETAI

ROHAAN CHANDRA

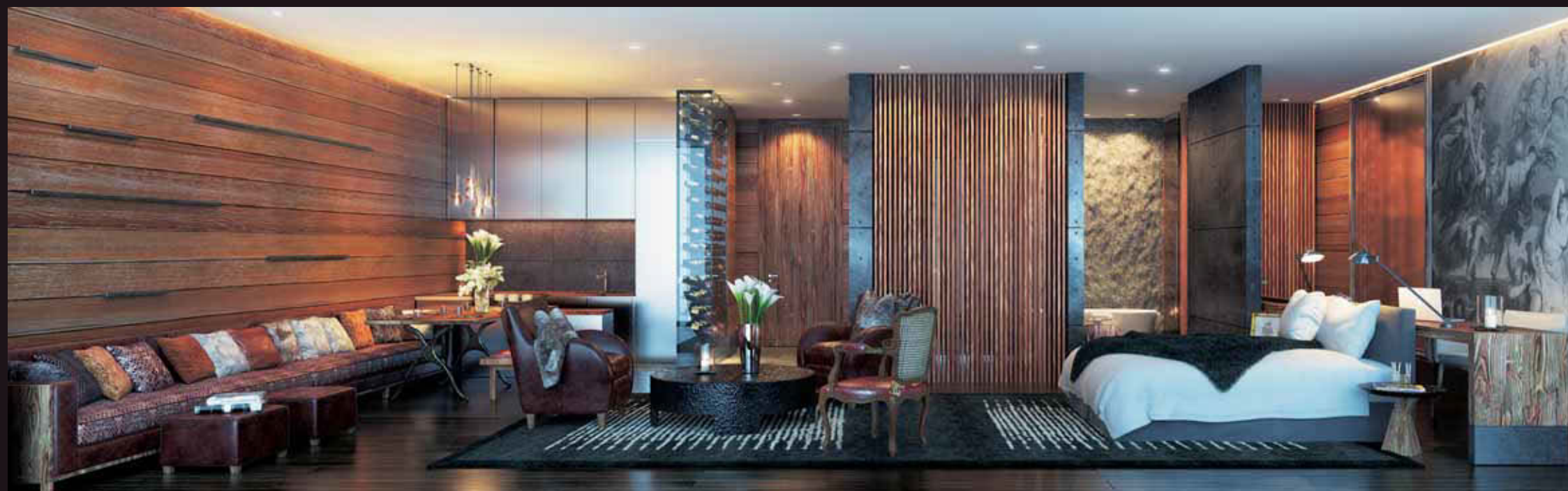




THE CHEDI ANDERMATT, SWITZERLAND

# FUTURE PROJECT





Set in the picture-postcard surroundings of the Swiss Alps, GHM's latest development, The Chedi Andermatt, is to create a new benchmark in Switzerland of luxury resorts for the discerning guest when it opens. Conveniently located in the small town of Andermatt that serves as a crossroads between southern, northern and eastern Switzerland, The Chedi Andermatt is designed as the ultimate year round holiday destination with stunning natural scenery and an abundance of outdoor recreational pursuits.

The Chedi Andermatt offers 50 spacious guest rooms, 64 Pied-a-Terres and 6 penthouses all featuring large balconies and fireplaces throughout the bedrooms, bathrooms and living rooms. For those wanting to make a more substantial investment, 48 luxury real estate residences consisting of one and two bedroom apartments and lofts are available for purchase.

GHM prides itself on providing guests with distinctive lifestyle experiences, and owners will be able to lease their property back to GHM whenever they are not in residence with the revenue being split equally between GHM and the owner. The private residences have exclusive use of The Club Lounge and Library. From skiing in the winter to playing golf at the new exclusive 18-hole course which is currently under construction, the hotel provides guests and apartment owners with unrivalled services and facilities.

The resort will have access to a private skiing area with additional hotel facilities including a large indoor pool linked to an outdoor pool with sun terraces, a courtyard area featuring a reflective pond which will be converted into an ice rink in the winter, a Ski Lounge for purchase or rental of ski equipment, a boutique, spa facilities and a selection of bars, restaurants and meeting rooms.

For more details, please contact GHM  
[www.ghmhotels.com](http://www.ghmhotels.com)



With the unforgettable hit “Hotel California”, described in the lyrics as a luxury hotel from which you can check out but never leave, the most successful country rock band ever scored an entry on the list of the best-selling records of all time. The four musicians, all aged over 60, can be seen as living proof that music from the 1970s and 1980s eclipses practically everything that came after it. Their 2008 world tour sold out in just a few hours. The quartet, with their guitars, suits and ties, are still doing what they’ve done best since the start of their career almost forty years ago, which has helped them to sell millions of records: they give people exactly what they want to hear, that is, smooth songs. Classics such as “The Long Run”, “Take It Easy”, “Hotel California”, of course, or Don Henley’s excellent solo release “Dirty Laundry” are interchanged with songs from their latest double album, “Long Road Out of Eden”, which won a Grammy Award in 2009. Timothy B. Schmit, Don Henley, Glenn Frey and Joe Walsh (from left to right in the picture) are still able to bring together all of the elements of their music to create something flawless: polished vocal delivery, beautifully played guitar solos and very precise breaks. The Eagles sometimes include harsh political messages in their lyrics too. When asked whether the group ever get sick of “Hotel California”, Don Henley, the leader of the band, answered, “No, it’s one of the highlights of every concert. It’s a real classic – people just go crazy when we play it. It’s a metaphor for the excessive lifestyle in 1970s America, the period in which the song was written. Back then, there was this ‘faster, bigger, higher, further’ mentality spreading throughout the country.”

The Eagles ([www.eaglesband.com](http://www.eaglesband.com)) formed in 1970, split up in 1981 and reunited in 1994. Two of the founding members, Randy Meisner and Bernie Leadon, are no longer with the band. In 1971, the fourpiece played as the backing band for singer Linda Ronstadt and their first album, which includes the hit ‘Take It Easy’, was released the same year. The Eagles were inducted into the Rock and Roll Hall of Fame in 1998. With five number-one singles and six number-one albums, the Eagles are the best-selling American band of all time and are said to be one of the best live acts in the world.

THE COUNTRY ROCK LEGENDS  
LAUNCH A NEW WORLD TOUR

# EAGLES







"To my mind there is something otherworldly about The Chedi Muscat. I have been working as a head pastry chef for five years now and in that time I have already been a part of two openings, one in 2002 and one in 2007 after Cyclone Gonu. Having colleagues of five different nationalities in the bakery and patisserie section makes The Chedi a truly vibrant place to work. Indeed, the wonderful working atmosphere here is one of the things that makes our breads, pastries, chocolate, ice cream and confectionery so enjoyable. We are always thrilled with praise from guests, be they from Oman or elsewhere. When I came to the Sultanate I had to alter some of my recipes because Arab palates tend to prefer more savoury sweets than their European counterparts. Anyway, it is perfectly normal to adapt what I make to the culture of the country where I am working. Although our methods are essentially French, the end result often owes something to our experiences from around the world. For example, many of our desserts are my own creations. Of course, being at The Chedi, we can work with top-quality ingredients from all over the world. I am really proud to be able to bring highly reputed French cuisine, especially in the form of my own versions of favourite desserts, to this majestic desert oasis."

Benjamin Rambaud was born in 1977 in France. In 1999, he qualified as a chocolate- and ice-cream-maker. He gained his first professional experience in a patisserie in the charming port of Les Sables d'Olonne where he soon became head pastry chef. He then went on to tantalise customers' taste buds in a number of French establishments, but quickly realised that French confectioners are actually held in the highest esteem abroad, not in their homeland. Unsurprisingly, then, he became head pastry chef at The Chedi Muscat in 2002. Two years later, curiosity and a hunger for knowledge took him to the Mandarin Oriental Hotel in Hong Kong, where he learned how to please Asian palates. After a short stint in Cyprus, the gifted confectioner returned to Oman to take up his post as Executive Pastry Chef.

EXECUTIVE PASTRY CHEF, THE CHEDI MUSCAT

BEN RAMBAUD





WOLFORD WINTER 2010

FASHION





From the end of 2009, the new spa facilities at The Saujana will serve as Kuala Lumpur's "spa central". The hotel's vast complex includes six single and two double spa villas, two beauty studios, a relaxation lounge and four Med Beauty treatment rooms, all set in a tropical rainforest dotted around a reflection pool. This luxurious setting has now been combined with graceful therapists with magic hands and superior botanical beauty products to provide the ultimate relaxation and rejuvenation experience. GHM Spa Director Brenda Ramen described The Saujana's idyllic facilities as "the first spa retreat of its kind in Asia to offer Med Beauty products alongside a unique spa menu".

Med Beauty was founded in 1991 by Zurich dermatologist Dr. Harald Gerny with the purpose of developing effective skin care products with verifiable results, i.e. so-called Cosmeceuticals. Med Beauty Cosmeceuticals combine medical know-how with professional cosmetics and bridge the gap between cosmetics and medicine. The "Methode Dr. Gerny" involves medical cosmetic beauty programmes using highly effective skin care preparations developed in close cooperation with leading Swiss biochemistry labs and drawing on 20 years of experience in aesthetic dermatological treatments. The anti-ageing skin care solutions of the future are being made available for the first time in Kuala Lumpur. Discover the rejuvenation of the skin, using naturally obtained stem cells from plants to protect and stimulate the renewal of the stem cells in the skin. Products and luxury treatments are now available at The Spa and Med Beauty.

Moreover, the unique spa menu offers an impressive range of Indulgent Oriental Rituals designed to relax and rejuvenate. The signature treatment includes an aromatherapy foot polish, The Saujana Jade Massage, Traditions D'Orient Organic Facial, an Asian-Style Foot Massage, a Javanese-Coffee Body Polish and an Oriental Bathing Ritual. The Saujana Hotel is located on the outskirts of the city, perfectly placed for business, pleasure or both. The Spa and Med Beauty is also open to guests of The Club at The Saujana, which is a member of The Leading Hotels of the World and the latest addition to GHM's portfolio. Indeed, The Club not only already ranks as Kuala Lumpur's finest city resort, but also rocketed onto Condé Nast Traveller's prestigious Hot List 2009 and is acknowledged as one of the world's great new hotels. Guests can switch off, relax and enjoy panoramic views of tropical flora and exotic fauna in The Saujana's private 160-acre estate bordered by two 18-hole world championship golf courses.

MED BEAUTY LAUNCHES PREMIER RANGE IN ASIA

THE SPA AND MED BEAUTY, THE SAUJANA





"As a young, well-trained chef from Zurich, I soon acquired a taste for exploring the big wide world. Over 30 years ago I took the opportunity to build my career in the most beautiful and exclusive hotels on five continents. Highly motivated by all those exotic experiences, I then returned to Switzerland to open my own restaurants in my home town. Drawing on my valuable contacts with former colleagues and chefs throughout the world, I have managed to showcase my style of cooking in hotels in some of the world's best destinations. On three occasions I already spent several days at The Datai, cooking for its select clientele. I was always given the best, most rigorously selected ingredients available as well as anything else I needed to guarantee our guests an utterly excellent, complete dining experience. It was always a great pleasure, including for me, to spoil our guests by treating them to the very best. And I was always amazed by the obliging courtesy, thoughtfulness and propriety of the staff. It was truly astonishing how much love, affection and commitment they put into their work at this GHM establishment. Even when things got really hot and hectic, they never lost their cool or became unruffled. Instead, they always worked single-mindedly towards the same objective: providing guests with excellent service. I've already recommended The Datai to numerous friends and large companies from among my clientele. And every time their feedback proved to be so resoundingly enthusiastic that they often ended up going back for repeat visits. GHM is a niche group for sophisticated guests, people who only want the very best and to enjoy a low-key, but also personal stay in relaxed surroundings at the hotel. When GHM opens The Chedi Andermatt, it will have a visiting card in Switzerland. Personally, I'm really looking forward to that."

Heinz Witschi is one of Switzerland's elite chefs. In 1993 he was named Chef of the Year. In 1974 he opened his first restaurant, Witschi's Rebe, in one of the most famous streets in the world, Bahnhofstrasse in Zurich. In 1977 he pioneered a totally new, modern approach to cooking and was rewarded with his first Michelin star in 1980 and a GaultMillau rating of 17 out of 20. In 1986 he moved into new premises, Witschi's Restaurant & Bar ([www.witschirestaurant.ch](http://www.witschirestaurant.ch)), in the Zurich suburb of Unterengstringen. Here too, the exceptionally creative chef and painter also won Michelin stars and a GaultMillau rating of 18 out of 20. After training as a chef, the specialist in seafood worked in a string of famous Swiss establishments, including Palace St. Moritz, then overseas in the Dorice (London), Operakällaren (Stockholm), the Parc Plage (Hammamet), the Camino (Mexico City), the Conahotu, Maracay, (Venezuela), the Curtain Bluff Resort (Antigua), the Royal Cliff Beach Resort and Shangri-La, both in Thailand.

TOP SWISS CHEF HEINZ WITSCHI

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- The Nizuc, Riviera Maya, Mexico
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- The Malkai, Barka, Oman
- The Artai, Dubai
- The Chedi, Andermatt, Switzerland
- The Chedi, Taiping Lake, Shanghai
- The Chedi, Cairo
- The Serai Club, Bali
- The Chedi, Thracian Cliffs, Cape Kaliakra, Bulgaria

GHM HOTELS

# NEW PROJECTS



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FUTURE GHM PROJECTS

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- The Artai, Dubai
- The Chedi, Andermatt, Switzerland
- The Chedi, Taiping Lake, Shanghai
- The Chedi, Cairo
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IMPRINT

THE MAGAZINE –  
A STYLE TO REMEMBER.  
It targets international readers  
who are intent on fulfilling  
their dreams.

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Translation:  
Tele.Translator.Network, Geneva  
(www.ttn.ch)

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Published and printed  
in Switzerland

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