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Editor's  
**CHOICE**

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*The Shilla Jeju, Jeju, Korea*



THE SHILLA JEJU, ON THE POPULAR HOLIDAY ISLAND OF Jeju, about an hour's flight from Seoul, is regarded as Korea's leading luxury resort. It enjoys one of the best locations on the southern coast of this subtropical, volcanic island – sprawling over 21 acres of dramatic cliff-top grounds, overlooking the sea. Its design is Mediterranean in style, its gleaming white exterior surrounded by magnificently manicured gardens. It's an ideal, idyllic spot for vacationers and honeymooners, while it also has hosted some of Korea's most important visitors of the past decade. For instance, in 1996 the Shilla Jeju made world news when U.S. President Bill Clinton delivered an address to the international media from the hotel's gardens. And engraved plaques in the sumptuous royal and presidential suites commemorate the stays of some of the world's most powerful leaders – including not only Mr. Clinton, but also Mikhail Gorbachev, Jiang Zemin, Ryutaro Hashimoto, and Keizo Obuchi.

Inside the hotel, in the lounges, priceless artworks complement acres of cream-colored marble, real palms, and white wicker furniture. The 429 luxurious rooms and suites also feature a light, Mediterranean-inspired décor, with

balconies overlooking the sea or Mt. Halla, an extinct volcano and this country's highest peak. The hotel has six international restaurants and bars, a fitness club with a sauna, indoor and outdoor pools, and a casino. A new Guerlain spa opened in April 2004.

The Shilla Jeju offers unparalleled convention facilities, with state-of-the-art, computerized lighting and sound systems, and multilingual interpretation. Seven magnificent banquet rooms – plus the resort's gardens – cater to every type of event, from intimate gatherings to international events with more than 1,000 delegates.

Finally, Jeju is a haven for golfers. The island boasts numerous world-class courses, including an 18-hole, championship course right next to the Shilla. Designed by some of the world's leading names in golf, Jeju's fairways and greens take full advantage of the island's rugged natural landscape, with the sweeping slopes of Mt. Halla providing a dramatic backdrop. ●



*A sweeping view of the Shilla Jeju (above); Jeju's Jungmun Golf Club (far left); the grand Shilla Suite entrance (left); and the Weolla banquet hall*



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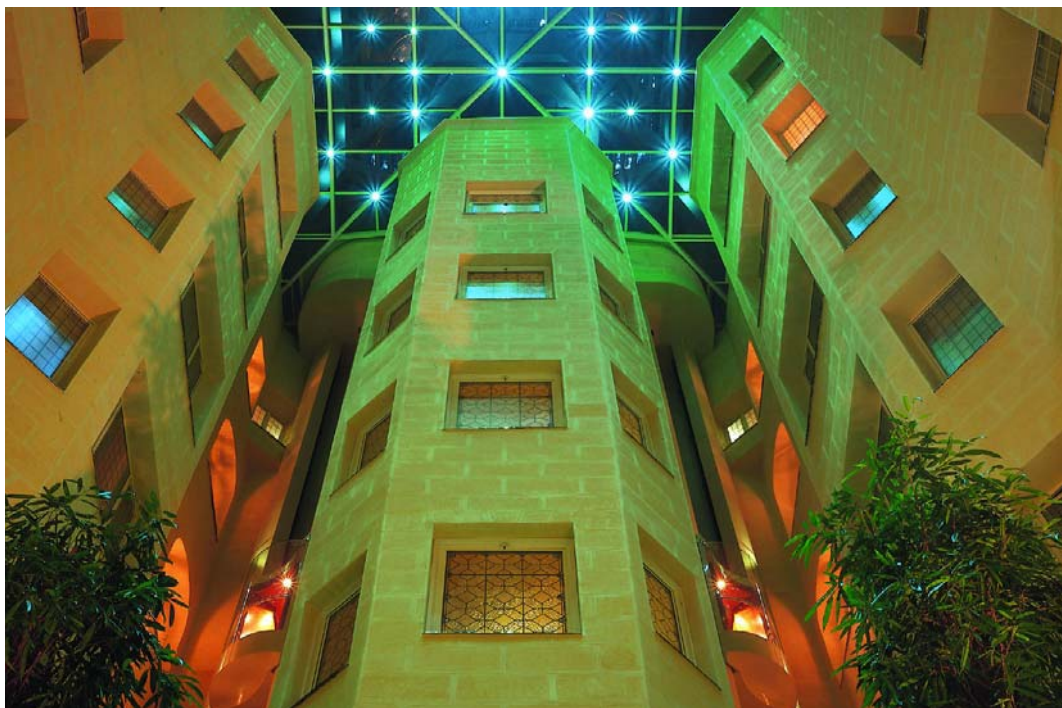
*What's a Nhube?*

NH Hoteles, S.A., Madrid

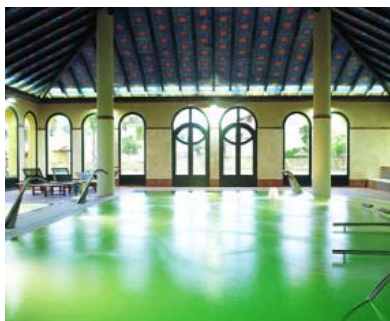
AT LAST, THERE'S SOMETHING really new in the hotel business. NH Hoteles, based in Madrid, has 240 hotels in 16 countries throughout Europe, Latin America, and Africa, and a group of unique new ideas for business travelers.

First, they've changed the way of dining by opening two completely different and unusual restaurants. One is called Nhube, a new concept: a homelike space decorated for relaxation, where guests can socialize, watch TV, surf the Web, listen to music, as well as enjoy a drink, dine, or simply relax. However, the food is gourmet quality, but without the prices that usually go with that category.

To go even farther, their second restaurant concept is called Fast Good and offers top-quality



*The NH Abscal in Madrid (above); the NH Almenara Golf Hotel & Spa in Sotogrande, Spain, (left) and its Elysium Spa (below); NH Hoteles's own Agua de la Tierra toiletries*



ity fast food, which was chosen after an in-depth study of ordinary fast food and the menus of quality restaurants. At this gastronomic offering, you can have hamburgers garnished with Trocadéro lettuce, tapenade, or *rúcula*, and Gorgonzola – or perhaps panini with ham and asparagus; cheese with sage, pine nuts, and crystallized spring onions; or even foie gras. As for salads, they have green beans with fingers of duck pâté, leeks with crystallized chicken and spices, and wild rice with

couscous. Would you believe that this is fast food? Wow!

All NH Hotels have special facilities for the business traveler, including interactive services, wireless Internet access, and rooms styled especially for women, as women now represent 20 percent of all bookings. The ladies' specially reserved rooms feature distinctively designed accessories and even a perfume-and-beauty kit, which includes body milk, makeup remover, etc.

This unique hotel chain has just become known in the United States, although it's quoted on the Madrid Stock Exchange and the Euronext in Amsterdam. It's also included in the Dow Jones Euro Stoxx 600 index and the Morgan Stanley Capital International index. The chain seems so imaginative, it may not only make you happy to stay with them, but it might also make a lot of people happy to buy their shares. ●

