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Holidays With Boutique Style

By Chic Retreats

If style and comfort matter to you, then book a boutique hotel the next time you go away from home.

Boutique hotels are designed to offer you a travel experience you won't forget. Their interiors, fittings, facilities and services are carefully crafted to ensure that you receive the very best of everything during your stay. There are as many different styles as there are hotels, but what binds them all together in this class of accommodation is their design flair and attention to detail.

Destination boutique

No matter where you want to go, there will be a hotel with style and individuality that will turn your trip into an experience. Whether you're heading to London or New York on business, or taking a romantic holiday to the Caribbean or Bali, choosing a boutique-style hotel can really make a difference. These hotels deliver:

- **Style** - whether its minimalist chic, classic contemporary or ethnically-inspired, the design and décor of hotels in this category really matters. Owners spend a lot of time researching themes and tracking down furniture, fabrics and accessories that give them the look they want, without compromising on comfort or quality. It's this planning, creativity and style-conscious attitude that turns an everyday guesthouse into a chic establishment.
- **Atmosphere** - it's really important that these hotels feel different as soon as you walk in. It may be to do with the way you're greeted, or the location of the reception area. It may be the welcome tray or gift package that's left in your room, or it could be the restaurant that's packed with locals because it's so good. Whatever it is that distinguishes the boutique hotel from the chain hotel is immediately apparent in its atmosphere.
- **Service** - whilst other hotels are busy telling you about how great their service is, these hotels are getting on and doing it. They only employ the best staff and ensure that they really do know how to anticipate guests' needs and how to go that little bit further to ensure that guests feel at home. Whether

its an honesty bar in the sleek lounge area, or last-minute theatre tickets, these hotels ensure that you are comfortable asking for help and that you receive the levels of service that sets boutique accommodation apart.

Chic Retreats is a collection of small, individual hotels around the world that offer the traveller a true taste of luxury and service. Visit our website by clicking on

<http://www.chicretreats.com>

Boutique Hotels Are Here To Stay

By Chic Retreats

Boutique hotels aren't a passing fad or a here-today-gone-tomorrow trend. They are a growing sector of the hospitality market.

When the first "boutique" hotel opened in New York in 1984, it caused a stir. Shedding tradition, its whole purpose was to turn a paid-for bedroom into a whole new travel experience. Since then, small, chic hotels have sprung up all over the world; some more successfully than others. Those who have followed the fundamental theme of design-led individuality have experienced incredible success and that in turn has spawned a new generation of these stylish hotels.

What are the essential characteristics of this type of hotel that will ensure its place in the industry?

Individuality - boutique hotels are all different. Housed in a wide range of buildings, many of which weren't intended as hotels or even houses originally, they use design and architecture to create entirely individual structures and spaces that catch the attention and stimulate the senses. Whatever theme or style has been chosen, you'll never stay in a boutique hotel that's exactly the same as the last one you stayed in.

Style - personality and style matter to these hotels. It's what gives them their intimate atmosphere; their air of authenticity. Boutique hotels go for style that's deliberately introduced and followed through to the smallest of details, resulting in all-round quality that's really appreciated by the guests.

Service - many other parts of the service industry could learn from these small hotels. Their low guest numbers gives them the opportunity to shine when it comes to looking after residents, and their service is always discreet but immediate; helpful without pestering and always pleasant, never patronising.

Quality - discerning guests know quality when they see it; from the finest bed linen to the freshest ingredients. A boutique hotel takes the time to source materials, furnishings, fabrics and accessories of the finest quality, ensuring that guests are always experiencing comfort and style.

Boutique hotels are here to stay because we like them. For not much more cost than an average high street hotel, they allow us to enjoy the experience of travelling. They give us good design, a high standard of decoration and fittings and outstanding service, reminding us that we often set our

standards too low when we travel. They allow us to relax and spend our time exploring and enjoying our destination rather than sorting out problems with the accommodation. They remind us that where we stay is as important as where we go.

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