

BOUTIQUE HOTELS, Underestimated to Most Desirable Hotels Worldwide

A sprinkle has turned into a worldwide storm. When the smaller passive hotels seemingly began to bloom a few years ago, the demand for someplace unique to stay was still an undertone. For some edifying reason, I began to follow their progression back in 1996.

The meager incidence of some Bauhaus furnishings together with a funky, irregular bathroom was sufficient to make a hotel eligible for a guest to have an interesting lodging experience, and for that guests were even primed to pay a little more and excuse a shortage of evolved expectancies. No room service? No fitness center? No pool? No turndown mint? No doorman? No sophisticated business facilities? No spa? No problem. Rather than the 'no surprise' galaxy of the cookie-cutter big box hotels.

The hotel giants, and the hotel industry in general, didn't really take these impractical hotel romantics too seriously. After all, they reasoned, the business traveler will always put consistency ahead of originality.



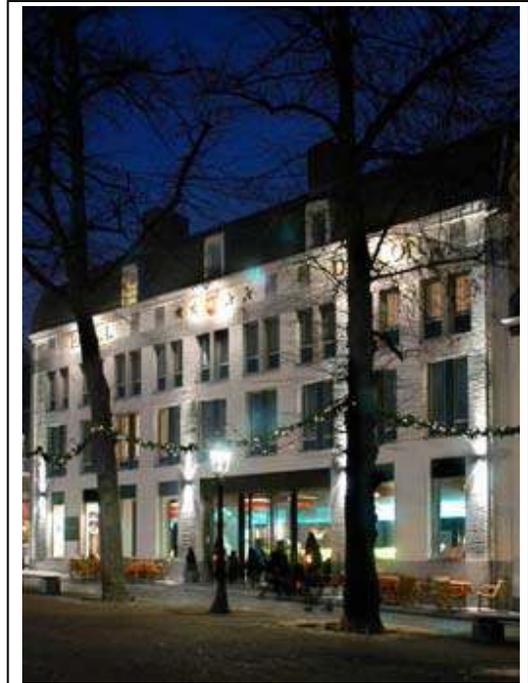
Glasshouse - Edinburgh

After ten years of proof, it is clear that the ordinary

hotel trade drastically underestimated the demand for originality and character. The tide has radically shifted. These internationally thriving boutique hotels, resorts, and residences have left the global chains remodeling and repositioning in their vapor trails. To the delight of each newly recognized boutique hotel and resort in one of the world's premier destinations, the norm is being raised a few levels, and not just in terms of architecture and design.

The best spa, the coolest lounge, the finest food, the sharpest, sexiest room service, the most ingenious new features such as vacuum plumbing, wireless everything and the in-room mini deli; in brief, the most exciting assortment of services and amenities are offered from the hotels that were not too long ago considered the outcasts.

Interesting boutique hotels, especially in the world's most magnetic locations, now distinguish themselves not just by being individual but by being the best - no exception. Derlon Hotel in Maastricht, Les Suites Da An Taipei, or L'Auberge Del Mar in California, all are boutique, and all are the archetype mentors in their respective regions. Some, such as the Airways Hotel in Port Moresby, have completely outgrown the customary hotel model and morphed into something, which for want of a better depiction, can be described as a boutique destination hotel. The choice and the quality of the authentic boutique, both hotel and resort, is incessantly on the increase. And the winner of this on-going 'genuine' and 'significant' competition is of course you, the guest.



Derlon Hotel - Maastricht



Da An - Taipei