



Boutique Basics

If you're ready to make the conscious decision to brand your property as boutique you need to begin with a plan. To do this you will need to identify an underserved clientele and clearly define your property's purpose and/or niche that you intend to serve. The harder part is conveying a clear and interesting message to your target market.

Annabelle & Simon Hunton have designed and developed two successful properties that were then marketed with the conscious effort of defining and differentiating them as a "boutique" experience. Simon feels strongly that "the main concept is not just about design, color or a make-over, it's about a total experience and it should be immersive and focused on a particular market of like-minded people. By definition, it will not appeal to all." You can read more of his thoughts and experiences and the journey to create a boutique hotel experience on Martha's Vineyard in his blog post: <https://www.nobnocket.com/boutique-hotel/marthas-vineyard-boutique-hotel/>

Khadijah Frischauer is the owner of Villa Teranga in Ghana where "hospitality is a culture". To him, the term 'boutique' indicates a smaller place, with tasteful or unusual décor as well as exclusivity of style and services. He has developed his property with this in mind and also includes special services for engagements, weddings, holiday specials and tailor made services for guests.

Small in size, large in guest experience

Boutique or not, guests love special touches and extra experiences – sometimes the quirrier the better.

Little touches – A pillow menu, leopard or other fun robes in the room, unique soaps (a soap butler to slice a custom bar of soap). These are the touches that make a guest smile and your property stand out.



Vibrant Communal Spaces – Part of the experience your guests have is the vibe they feel. This can be in the breakfast area, on the porch, in the library or other common area, where you create a fun, bright and inviting atmosphere.

Anything but a chain – Celebrate and embrace your independence year-round.

