

Uniting the World's Boutique & Lifestyle Hotels

In one place ... for the benefit of you & your customers!

A First in the Industry!

The Boutique & Lifestyle Lodging Association (BLLA) is bringing together, for the first time, ALL the world's boutique properties and brands in one place ... on one platform.

We have given this fast growing sector in hospitality an OFFICIAL VOICE. BLLA provides a platform for members to jointly raise worldwide awareness and receive education and networking opportunities.

We are defining the words boutique & lifestyle and setting industry-wide standards so consumers know what to expect at boutique & lifestyle hotels around the world. We want to bring global attention to the signature style and special experiences travelers encounter at boutique accommodations and this can be done ONLY with the collective presence of an official association.

As they make their debut in markets around the world, these vibrant hotels are enjoying a tremendous outpouring of support. Consumer demand is so enthusiastic, in fact, that there's plenty of room in this segment for many hotels to thrive.

Members include:

- Boutique & lifestyle property owners
 - Managers, Groups & Brands
- Suppliers to the hospitality industry
- Hospitality educators and students
- Press and media (industry & consumer)
- Travel Trade

LET'S JOIN FORCES!

The Boutique & Lifestyle segment has emerged through a maze of big brands and frequent guest programs to become a prominent lodging category, highly sought after by consumers and investors alike.

JOIN US and be part of this new movement in hospitality!



Our goal is to provide a mutually-beneficial online marketplace for both suppliers and hotel owners and brands, to facilitate business-boosting opportunities. Members receive access to each other, educational tools & negotiated rate programs.

Exposure & Awareness

- Whether you're a property or a supplier, get exposure to a global audience.
- We will promote and create awareness programs.
- Worldwide network of targeted clients for your company.
- We will SPREAD THE WORD from our U.S. base through all our social media outlets.

Make Your Opinion Matter

- Be part of this new movement.
- Help take boutique & lifestyle to a new level of organized strength.
- Join your industry's most powerful voice.
- **BE THERE AND BE HEARD!** Together our collective strength will ensure a prosperous future.



Suppliers Find Their Perfect New Customer

For Suppliers.

By becoming a member you benefit from having a direct communication with boutique & lifestyle hotels around the world, and the efficiency of having these highly sought-after, discerning hotel customers in one place. For consumer-oriented brands -- remember, this is also the opportunity to get your brand in front of the consumer directly as they check-in and stay at these properties.

- Create a new revenue stream
- Boost revenues with boutique hotel customers!
- An efficient way to sell directly to boutique & lifestyle properties.

You now have the chance to cost-effectively promote your products or services to thousands of boutique hotels. Every day, the Boutique & Lifestyle Lodging Association is continually growing its membership by uniting these types of hotels from around the world. All of whom could be new customers of yours!

About the BLLA.

The BLLA was created to be the unifying voice of this unique sector within the hospitality industry. It will be the "One Place" to find and book all boutique & lifestyle hotels for the consumer as well as for the agency community. By pooling resources, independent owners and groups have the opportunity to successfully compete on a level playing field with major hotel companies and market themselves to meet the ever-increasing demand of this discerning boutique-seeking client. Supplier members of the BLLA will benefit from specific programs that create awareness and recognition of their unique products and services. Members include hospitality suppliers of all kinds including food & beverage, hotel brands and independent boutique & lifestyle properties that fit the BLLA strict criteria, travel agents, corporate travel offices, students and individuals. Go to www.tinyurl.com/blla2010 to become an official member of the BLLA.



Boutique & Lifestyle properties embody the essence of unique design, amenities and experiences throughout.

"BECOME A MEMBER TODAY & RECEIVE VALUABLE INCREASED DISTRIBUTION."



**Frances Kiradjian
Founder, Chair, Publisher**

6520 Platt Avenue, #842
West Hills, CA 91307 USA
P: 818-883-4363 / Skype: frances.kiradjian
E: frances@blla.org
blla.org / realboutiquehotels.com (coming soon)
Twitter: BoutiqueLodging, BoutiqueSpa
Facebook: Boutique Lodging Association