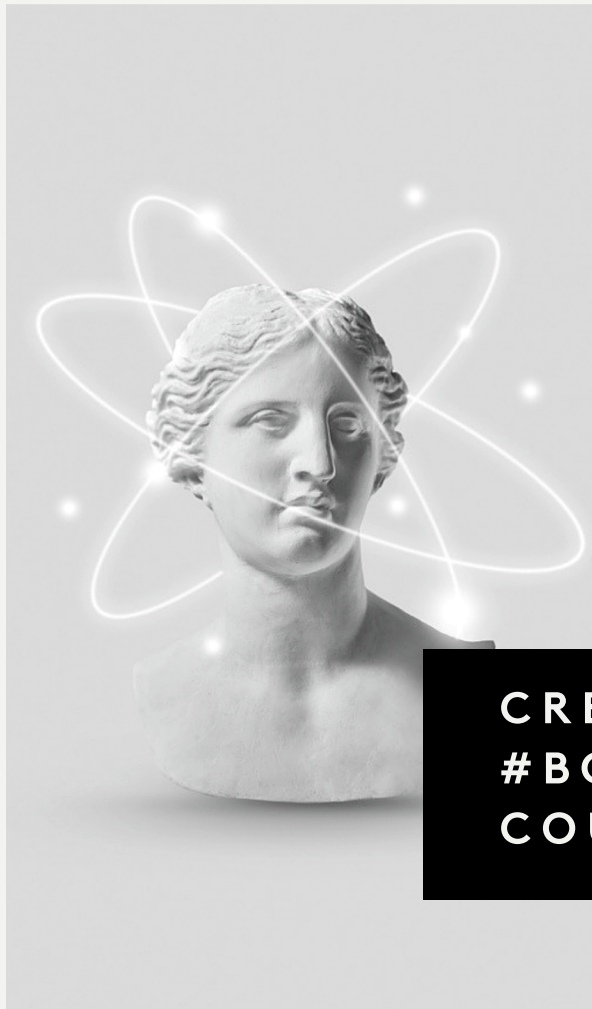


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BLLA PRESENTS

# THE GUIDE TO THE NEW PARADIGM



THE BOUTIQUE  
HOTEL'S DYNAMIC  
ROADMAP TO  
STAYBOUTIQUE.

CREATED BY THE  
#BOUTIQUESTRONG  
COUNCIL

# ABOUT THE COUNCIL

BLLA's #BoutiqueStrong Council is the Task Force by the Boutique Community, for the Boutique Community.

These qualified group of leaders have one goal which is supporting boutique hotels and businesses with resources and assistance in order to re-enter the market successfully from this crisis.



“

**BOUTIQUE  
HOTELS HAVE  
THE GREATEST  
OPPORTUNITY.**

”

## ABOUT THE GUIDE

This first of its kind road map will act as the agent of progression for the global boutique community.

Through interactive courses, boutique hotels and businesses will be able to gain exclusive insights in how to reopen as well as thrive for years to come.



# THE #BOUTIQUESTRONG COUNCIL

The Task Force  
BY the Boutique Community  
FOR the Boutique Community

# The #BoutiqueStrong Council by BLLA

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**Robert Fischel**

*Gensler*

**Steve Slepcevic**

*Strategic Response Partners*

**Steve Hurst**

*The Resort at Paws Up*



# Courses in the Guide

In the Guide to the New Paradigm, there will be multiple roll outs of various courses for the boutique hotel to take in order to move forward.



Each course is instructed by a member of the #BoutiqueStrong Council as they guide the boutique hotel on a brief but comprehensive course on their area of expertise that will be available online in the new member portal and social network (called the BLLA Collective).

All courses will have a boutique spin to them and we have a group of hoteliers that will contribute to on-the-ground insights as their hotels undergo new protocols and changing guest expectations in real-time.

# "On the House" Hotel Membership

*Be a part of the organization  
leading the boutique movement  
and receive the below "on the  
house" for the rest of the year:*

**1**

## **Access**

To a highly vetted network

**2**

## **Connection**

with others in the  
industry

**4**

## **Ability**

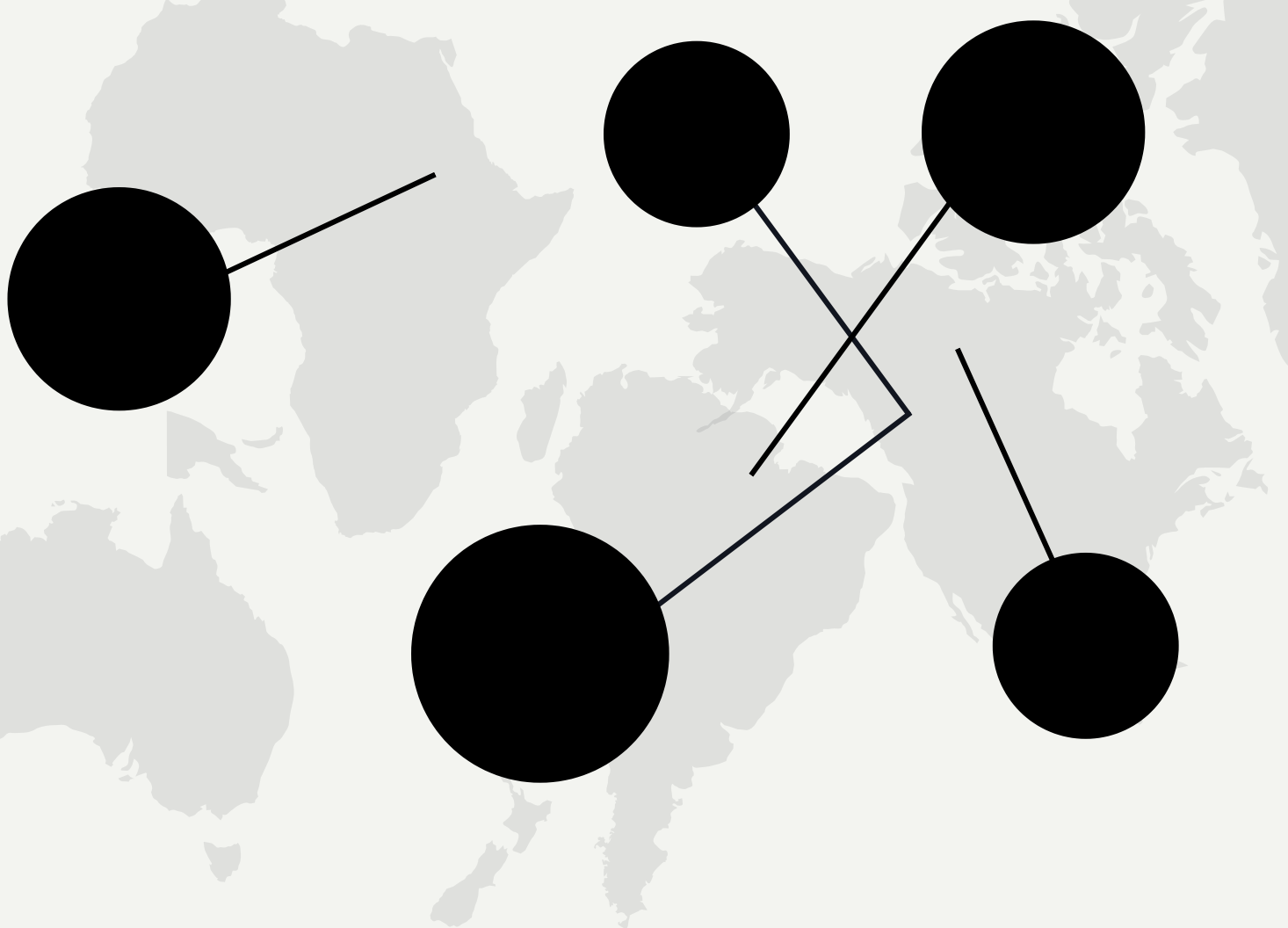
to source partnerships  
and build brand  
awareness

**5**

## **Gain**

the seal of approval as  
an authentic boutique  
hotel AND coveted direct  
bookings revenue





## The Social Network

We have created the world's first social network for the Boutique Community. Our aim is to provide a platform where all members can digitally unite to converse, problem solve and learn from each other. Features in the social network include groups, forums, messaging features, activity feeds, blog posts and more. The educational coursework will feature the Council's training modules as well as a future customized program for hotel owners.

# The #BoutiqueStrong Campaign

This campaign is meant to create a unified community of boutique brands and enthusiasts as the travel landscape evolves.

The campaign will be supported by many stakeholders including influencers, authentic BLLA-approved boutique hotels and vendors, with products and services, supporting the industry. It is the association's belief that boutique hotels will have the greatest opportunity as travelers begin to plan future trips again. They will want smaller vs. larger experiences and ones that have a crystal clear message about safety and security. There are no exceptions to this; boutique hotels and businesses like restaurants, must deliver on this.

## Goals

The campaign's initiatives further BLLA's objectives of:

- Training the boutique hotels in moving forward
- Championing the boutique spirit and acting as the voice
- Unifying the global community
- Counteracting corporate monotony
- Learning and problem solving together
- Advancing the sector through cultural impact and innovation

# CONTACT THE ASSOCIATION



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## EMAIL

[INFO@BLLA.ORG](mailto:INFO@BLLA.ORG)

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## CALL

+1 (818) 883-4363

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## GO ONLINE

[WWW.BLLA.ORG](http://WWW.BLLA.ORG)

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## About BLLA

Founded in 2009, the Boutique Lifestyle Leaders Association (BLLA) is the voice of the world's independent boutique and lifestyle hotels, small brands and boutique businesses.

The association was founded in response to a demand for a collective voice for this fragmented industry. Today the association has members around the world. As the lifestyle industry sees an ever-increasing demand from discerning boutique-seeking clients, BLLA is primarily dedicated to creating greater economic success for independent business owners by helping them level the playing field against larger brands and chains.

**KEEP  
YOUR  
IDENTITY**

**&**

**STAY  
BOUTIQUE**

THIS IS WHY YOU ARE #BOUTIQUESTRONG

**BJLA**