

HOTEL BUSINESS

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Boutique Business Holding Its Own Offering Unique Experience

For its part, Boutique Hotel Group (BHG), which operates six independent boutique hotels in New York and the Caribbean, looks to emphasize the individuality of its properties to garner a competitive advantage.

"We have tried to retain rate integrity at our hotels, instead focusing on selling the uniqueness of each asset to consumers. It is easy to be flexible and deal with market changes when you are an independent hotel," said Mike Murphy, executive vp/general counsel at BHG.

The group has a keen focus on service, which it feels is the driving factor for much of its business. For instance, BHG is currently looking into providing wireless Internet access in all of its hotels.

"We have to continue to give our guests something they can't get elsewhere," Murphy said.