**What is Perfect Boutique Hotel?**

**A boutique hotel/contemporary travel lifestyle magazine website written and curated by Nathalie Salas.**

**The only magazine that connects boutique hotels to their owners and the travel experience**

**What does Perfect Boutique Hotel talk about?**

* Boutique hotels around the world that have an interesting story to tell
* Engaging stories of the owners about their vision of how they created their hotel
* Authentic travel experiences connected to the hotels' destination – heritage, culture
* Lifestyle elements connected to the hotel itself – art, food, architecture, interior design, fashion, wellness

**What are the ultimate of goals of Perfect Boutique Hotel?**

* Create PBH travels: subscription-based membership that creates boutique hotel travel experiences for members
* Create a boutique hotel guide book, written through the eyes of the owners, in a story-telling style.

**Key navigational themes**

* Stories: Reflective stories about PBH travel experiences, segmented by destination.  See excerpt example below:
* Moods: Mood boards of PBH travel discoveries, segmented by destination. Presented in an editorial layout with links guiding user where travel products can be purchased.



* Hotels: Segmented by geographic destination
* The Owners: Owners story of their hotel and its connection to their lifestyle.
* Experiences: Segmented by experience type – wellness, food, art etc..

**What is a boutique hotel?**

* Usually family or independently-owned.
* It doesn't feel big.
* It doesn’t feel traditional or standard.
* It offers an experience, not a just hotel bed
* It offers inclusivity and authenticity
* Travellers like boutique hotels because they’re small and independent in spirit and offer personalised service.  Hotel chains like Intercontinetal Group can never provide this type of experience.
* It has a unique sense style and design
* It has an interesting story to tell
* Forges deeper emotional connections with guests

**What is contemporary travel lifestyle?**

* Unique travel and hospitality products that differ from the traditional “cookiecutter” hotels. Luxury travel epitomizing the idea of a modern lifestyle.
* Emphasis on authentic and enriching travel experiences that boutique hotels have to offer, than the mere physical trappings of luxury.
* Aspiration and experience over ‘bling'

**What are the key points that Perfect Boutique Hotels needs to communicate?**

* A luxury brand providing providing engaging and narrative stories that resonate with target audience
* A magazine that delivers stories, not standard hotel reviews
* **The only magazine that connects boutique hotels to their owners and the travel experience**
* Boutique hotels are chosen for their story, style, destination, and emotional connection to its location/destination
* PBH is not about travel for the privileged. It’s more about aspiration in the emotional sense

**How Perfect Boutique Hotel needs to communicate?**

* Thought-provoking
* Design/Visual narrative
* Playful
* Innovative
* Connected to a neighbourhood
* Nonconformity
* Freedom
* Personable
* Authenticity

**Who is Perfect Boutique Hotel's desired audience?**

* The Creative and contemporary Travel’s in-crowd.
* Who are they? - Knowledge workers + Intellectuals + Creatives
* Why are they important? - Their influence is growing + 30% of the work force + annual growth of 10% every year.
* How did they take power? - By driving wealth, innovation and creativity.

**Direct Competition**

[Design Hotels](http://www.designhotels.com/) has a similar concept called [Made by Originals](http://www.madebyoriginals.com/). The only difference is that they only talk about hotels that are members of Design Hotels. PBH on the other hand will be more open architecture in that respect.