

**BOUTIQUE-HOTELS AND THEIR IMPACT  
ON THE HOSPITALITY INDUSTRY  
(БУТІК-ГОТЕЛІ ТА ЇХ ВПЛИВ  
НА ІНДУСТРІЮ ГОСТИННОСТІ)**

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*Досліджено перспективи розвитку готелів формату «бутік».  
Проведено аналіз світового досвіду функціонування даних готелів,  
перспективи використання інноваційних засобів залучення і утримання  
клієнтів.*

The term “boutique hotels” has been floating around for more than four decades now, but the concept and importance of the word has changed as the industry has evolved.

Investors and entrepreneurs initially looked at boutique hotels as an opportunity for business without having to compete with the Goliaths of the lodging industry. But the latter started investing in boutique hotels as sub-brands to capture market share as the trend slowly became popular.

Typically found in urban locales, boutique hotels offer unique and upscale settings for guests. And the rise of millennial spending in the hospitality segment has paved the way for more boutique hotels to crop up.

Now we have international hotel chains establishing luxury boutique sub-brands to grab market share and capitalize on the growth. A significant portion of this growth can be attributed to millennials who prefer lifestyle and boutique hotels as opposed to big brands and behemoth chains.

They value a unique experience and personalization instead of standardization. The tired traveler is no longer looking for a faceless, generic hotel room.

All hotels need to have excellent connectivity, for both external and internal communications. Social hours and casual interactions between guests are common in boutique hotels. This has influenced a more thoughtful process of design that includes a lobby as a social gathering spot, instead of being just a functional space.

As experts are now pointing out, unique designs are no longer the forte of boutique hotels. Typically, a themed, stylish and aspirational manner goes into the concept stage. Many hotels, even the big brands, are adopting this strategy to stand out in the crowd showing the increasingly strong influence of these boutique hotels has on the hospitality industry.