

Title:

For "Boutique" Read "Fantastic Service"

Word Count:

424

Summary:

One of the things that marks out a boutique hotel from others is the high standard of service

Why do hotel services matter? As long as the bed's comfortable and the food's edible, does it

Keywords:

boutique hotels, chic hotels, hip hotels

Article Body:

One of the things that marks out a boutique hotel from others is the high standard of service

Why do hotel services matter? As long as the bed's comfortable and the food's edible, does it

What is good service?

People often complain about the service at their hotel, but what are they complaining about? C

Boutique hotels believe that good service is:

Immediate ~ there's no question of staff at a boutique hotel forgetting that you've ordered a

Pleasant and friendly ~ one of the most common complaints about hotel service is about attitude

Memorable ~ good service is not just about getting the minimum you expect, it's about getting

Intuitive ~ it feels good to be greeted personally when you return to a hotel for a further vi

Hotels shouldn't be blinded by the trend for quirky design or hip accessories and forget the b

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