

Title:

Themed Boutique Hotels

Word Count:

414

Summary:

If you really want to stay in a memorable hotel, choose one with a strong design theme. Far mo

The theme

A hotel can base its design around any theme, and most of the obvious ones have been do...

Keywords:

boutique hotels, chic hotels, hip hotels

Article Body:

If you really want to stay in a memorable hotel, choose one with a strong design theme. Far mo

The theme

A hotel can base its design around any theme, and most of the obvious ones have been done: bo

The planning

Once a theme has been settled on, a great deal of planning is required in order to ensure that

The execution

Once the design has been approved, the project moves on to execution. This usually includes so

The marketing

Once the hotel is nearing completion, the owners need to market it. The best way to do this of

A strongly-themed hotel usually narrows its market, but if the design and execution are proper

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