

BLLA
BOUTIQUE & LIFESTYLE
LODGING ASSOCIATION

Uniting the World's Boutique
& Lifestyle Hotel Collection



Announcing: A First In The Industry!

The Boutique & Lifestyle Lodging Association (BLLA)

is bringing together for the first time
ALL the world's boutique properties and brands
in one place on one platform.

And we are **Now Open** for business.

We are giving this fast growing sector in hospitality an OFFICIAL VOICE. The Association will provide a platform for members to jointly raise worldwide awareness and in addition, receive education and networking opportunities.

"We are defining the words boutique & lifestyle and ensuring the public understands the meaning as it relates to our industry," says Frances Kiradjian, Founder & Chair, BLLA. "We are also setting industry-wide standards so consumers know what to expect at boutique & lifestyle hotels and lifestyle properties worldwide. We want to bring global attention to the signature style and special experiences travelers encounter at boutique accommodations and this can be done only with the collective presence of an official association."

"As they make their debut in markets around the world, these vibrant hotels are enjoying a tremendous outpouring of support. Consumer demand is so enthusiastic, in fact, that there's plenty of room in this segment for many brands to thrive. I'm delighted to be part of the Boutique & Lifestyle Lodging Association. Let's join forces."

John Russell, NYLO Hotels CEO, BLLA Board Member

JOIN BLLA TODAY!

Benefit from innovative, new, incremental leisure & corporate business.

Increase your chance of being found by:

- Consumers looking for your particular property type
- Agents and corporate travel planners looking for the ideal boutique property to match their discerning client's criteria.

Get exposure to a global audience.

We will promote and create awareness programs for our members' properties to a network of 80,000 agents and millions of boutique customers.

Supplier members also can efficiently target this particular hospitality audience. We will **spread 'your word'** from our U.S. base to around the world.

Make your opinion matter.

Be a part of this new movement to take the boutique & lifestyle hospitality industry to a new level of organized strength. Join your industry's most powerful voice.

BE THERE and BE HEARD! Together, our collective strength will ensure a prosperous future for everyone involved.

Become a Member today and receive valuable increased distribution, plus contribute to the enhancement of boutique & lifestyle brands and properties around the world.

JOIN BLLA TODAY!

Follow us on [Twitter](#), [Facebook](#), [Blog](#), [LinkedIn](#)

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