Los Angeles, CA, July 25, 2010 – The Boutique & Lifestyle Lodging Association (BLLA) and Hospitality Design Magazine are excited to announce the world's 1st "***Boutique & Lifestyle Hospitality Awards***" to be presented at the HD Boutique Show, September 15, 2010 in Miami, FL. BLLA and Hospitality Design Magazine are co-founders of the Award and will jointly present this Award for the honoree and finalists at a luncheon on September 15, 2010 at the Miami Beach Convention Center.

The Awards being presented include: Boutique Hotel of the Year, Lifestyle Hotel of the Year and Boutique & Lifestyle Hotelier of the Year. Each will showcase one property and the 5 runner-ups as the pinnacle of achievement for Boutique & Lifestyle Hotels worldwide while the Hotelier of the Year will be one very accomplished industry executive. Winners will be presented with certificates, the icon Award and global industry exposure during the Luncheon Ceremony on September 15th, 12:30 – 2:00 pm in Miami.

The luncheon ceremony includes a CEO Panel being moderated by John Russell, NYLO Hotels, on the subject of the 'State of the Industry for Boutique & Lifestyle properties'. The esteemed panelists include:

- Janis Cannon, Vice President, IHG Global Brand Management, Hotel Indigo
- Jim Chu, Sr. Vice President, Hyatt (Hyatt Place)
- Michael Depatie, CEO, Kimpton Hotels & Restaurants
- Raul Leal, President of Tecton Hospitality and Desires Hotels

The following judges for these Awards were chosen for their industry expertise in multiple areas. Each judge has direct experience within the hospitality industry and each signs a confidentiality disclaimer to ensure that any financial figures submitted are used for the purposes of judging only. They will rate each area of the online property Award submission with an impartial rating. At the end of the judging process, the properties with the most points will be the winners.

- Pedro Colaco, CEO, GuestCentric Hospitality Booking Solutions
- Stephane Dupoux, CEO/Founder, Dupoux Design
- Yasmine Mahmoudieh, CEO, Mahmoudieh Architecture & Interior Design
- R. Mark Woodworth, President, Colliers PKF Hospitality Research
- David L. Jones, Ph.D., Associate Professor, School of Hotel & Tourism Management Hong Kong Polytechnic University
- Ian Murray, Co-Founder, bigblueroad.com, Online Travel Marketing
- Sean McMahon, President & CEO, EngineWorks Search Engine Marketing

This 1st Boutique & Lifestyle Hospitality Award will establish an annual event that was created as a celebration of ultimate achievement in operations, marketing & sales, service and design for this special niche of the hospitality industry. These are properties that consistently go 'above and beyond' in every area of the hotel operation which clearly differentiates them from everyone else in the boutique & lifestyle category. Their exceptional performance and accomplishments are what is being celebrated.

The Award winners earning the coveted titles for 2010 will set the benchmark for boutique & lifestyle hotels in achieving recognition for their world class facilities and service excellence. Properties may register to be considered by going to http://tinyurl.com/2010blha and completing the questionnaire and application.

BLLA and HD Boutique are collaborating on this award and event because of their expertise in the sector and interest in furthering the stature of these wonderful lodging properties. While BLLA is a global association and distribution

company, it is headquartered in the U.S. and is planning an additional Awards Ceremony outside the U.S. in 2011. The winner will also be featured worldwide in several outlets, including the homepage of the BLLA website, newsletter and magazine, and featured in Hospitality Design Magazine.

About HD Boutique.

HD Boutique is presented by *Hospitality Design* magazine and produced by the Hospitality Design Group, part of Nielsen Expositions, which also produces Hospitality Design Exposition & Conference (HD Expo) in Las Vegas on May 18-20, 2011.

Media Registration: To attend HD Boutique for editorial coverage, please fill out the online media registration form: https://www.xpressreg.net/register/hdbq090/media/regInfo.asp

About: The Boutique & Lifestyle Lodging Association (BLLA):

The BLLA was created to be the unifying voice of this unique sector within the hospitality industry. It will be the "One Place" to find and book all boutique & lifestyle hotels for the consumer as well as for the agency community. By pooling resources, independent owners and groups have the opportunity to successfully compete on a level playing field with major hotel companies, and market themselves to meet the ever-increasing demand from discerning boutique-seeking clients.

Our association members and contributors will benefit from a number of powerful distribution channels that will deliver incremental upscale revenue streams In addition to the advantage of incremental business from extra distribution channels, members benefit from access to research papers, webinars, industry reports and a whole host of helpful and practical education and business development resources. Members include brands and properties (owners/managers/staff), suppliers who desire to reach this hospitality sector, travel agents and corporate travel managers, individuals, hotel corporate offices, hospitality students and the press. Click here to become an official Member of the Association.

Lastly and significantly, we're giving members the chance to take control of their industry – how it's defined and represented, and how it will grow and evolve in the future – to ensure the boutique and lifestyle sector reaps the rewards it deserves. BLLA is headquartered in the U.S. with offices in Madrid.

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