

BLLA Presented the 2017 Stay Boutique Awards to Industry Executives & Innovators

Each fall, the boutique community comes together to honor the finest people and projects on their contributions that are disrupting the industry

LOS ANGELES, CALIFORNIA, UNITED STATES, October 20, 2017 /EINPresswire.com/ -- The Boutique and Lifestyle Lodging Association ([BLLA](#)) presented the 8th annual Boutique and Lifestyle Lodging Awards on October 4th during the organization's annual Stay Boutique Leadership [Conference](#). The Awards, now branded as the Stay Boutique Awards, recognize leaders, innovators and icons in every corner of the boutique, lifestyle and luxury worlds.



Awards presented at the 2017 Stay Boutique Awards Ceremony

Founded in 2010, the Stay Boutique Awards originally served to recognize leaders of independent hotels globally and the properties themselves. However, with the advent of new technologies, the boutique sector is now open and accessible to everyone. Frances Kiradjian, CEO of BLLA stated, “We have become an inclusive community. Gone are the days when boutique simply meant intimate. Candy shops, coffee houses and even fitness studios have tapped into the potential of boutique, and BLLA is here to distinguish the outliers. We are grateful to the Judges for this year’s Awards as well as to all who nominated or submitted an entry.” The reality is that new technologies and an increasingly connected community allow business owners to facilitate wholesome experiences to any demographic, no matter the establishment or product being vended.

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Frances Kiradjian, CEO & Founder, BLLA

The winners of the 2017 Stay Boutique Awards are reinvigorating their respective spaces with novel approaches to marketing, innovative collaborations and by embracing change. We at BLLA are honored to present them with this recognition and thoroughly look forward to what they have in store next!

Winning an award is very valuable in the marketing of an independent boutique property, restaurant, bar, spa or anything considered boutique these days. The importance of such international awards and recognition is at the top of the list when it comes to establishing yourself as a force in your niche. Being selected is a high honor for recognizable achievements and influence in the industry. All awards come with global recognition through BLLA's PR reach into the marketplace. BLLA is pleased

to present the Winners for the 2017 Stay Boutique Awards!

BOUTIQUE HOTEL AWARD

The Woodmark Hotel & Still Spa,
Kirkland, Washington

“On behalf of The Woodmark Hotel & Still Spa, we are honored and thankful to be recognized with both the 2015 and 2017 Boutique Hotel of the Year Award. We are thrilled to be considered among such a variety of first class luxury hotels and true innovators in the industry associated with BLLA. We want to thank our ownership for the dedicated commitment to The Woodmark experience, our team members for delivering incredible service with a story, and our Two Roads Hospitality family as a whole for the support to truly serve from our heart.”
Max Roth, Director of Sales and Marketing



Brendan Grisham, Charlestowne Hotels receives award from Ariela Kiradjian, Co-Founder

LIFESTYLE HOTEL AWARD

the ART, a hotel, Denver, Colorado

“The ART, a hotel, is very honored and proud to be the recipient of the BLLA’s Lifestyle Hotel of the year. Being in the downtown Denver Cultural district, the hotel’s programming efforts strive to offer a “distinct sense of place”. Guests enjoy guided ART runs that highlight public art in the neighborhood and finish with drinks on the roof top FIRE Terrace bar. The social interaction and hotel vibe this creates is awesome!”

Aaron Coburn, General Manager



Awards Table at the Stay Boutique Celebration

BRANDED BOUTIQUE HOTEL AWARD

Hotel Beaux Arts Miami, Autograph
Collection, Miami, Florida

“Hotel Beaux Arts Miami An Autograph Collection Hotel, is thrilled to be recognized by BLLA for Branded Boutique Hotel of the Year”. The value of inclusion of our boutique hotel in the branded Autograph Collection is immeasurable and this award demonstrates the opportunity independent hotels have in this soft brand strategy. Our guests benefit from an authentic independent hotel experience as we maintain our unique standard of service, and we benefit from the global exposure.

Florencia Rotemberg, General Manager

BRANDED LIFESTYLE HOTEL AWARD

Hotel LeVeque, Autograph Collection, Columbus, Ohio

“Hotel LeVeque is a truly unique property and we are proud to provide memorable experiences to our

guests every day. We're honored to receive such a prestigious award," said Robert Habeeb, president and CEO of First Hospitality Group. "It is no easy task to take such an iconic and historic landmark and reinvent it into a modern hotel, while ensuring the integrity of the space remains, but Hotel LeVeque shines as a world-class hotel that is uniquely Columbus—and our guests appreciate that." Robert Habeeb, president and CEO, First Hospitality Group (Hotel LeVeque)

"It is an honor to receive this recognition for Hotel LeVeque in partnership with Autograph Collection and First Hospitality Group. The project allowed The Gettys Group to showcase a harmonious integration of our branding and interior design capabilities and tell a compelling story that distinguishes the property and delights its guests, said Andrew Fay, president of The Gettys Group. "I'm very proud of our team. They truly brought the history of the iconic LeVeque Tower to life, reinvigorating the star of the Columbus, Ohio skyline as a true beacon of hospitality." Andrew Fay, President, Gettys Group

BOUTIQUE HOTELIER AWARD

Brendan Gresham, Charlestowne Hotels

"It has been the highlight of my career to be named "Hotelier of the Year" by the Boutique & Lifestyle Lodging Association. I can only compare it to winning a big championship in sports, as it takes love for what you do, having perseverance to overcome failures and challenges, and working together as a team to be the very best. I am truly humbled to receive such a high honor from this prestigious association."

Brendan Gresham, Area Manager, Charlestowne Hotels

BOUTIQUE RETAILER

Tuft & Needle, Phoenix, Arizona

"We're constantly striving to provide the best possible customer experience with our brand, both in-store and online. We're honored to be recognized for this award."

Nick Arambula, COO, Tuft & Needle

BOUTIQUE SOCIAL CLUB

The Hospital Club, London, U.K.

"We are delighted to have received the 2017 Best Boutique Social Club Award. It is testament to the team at The Hospital Club who are so passionate about providing the best possible guest experience. The Los Angeles community has been overwhelmingly positive about our Club concept!

Sue Walter, CEO, The Hospital Club

READ MORE at <https://www.hospitalitynet.org/news/4085092.html>

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