

HVS sponsors inaugural Boutique Hotel Summit

HVS, the hospitality and real estate consultancy is to sponsor Europe's first b2b conference for the boutique and lifestyle hotel sector, Boutique Hotel Summit 2011.

The conference, being held at the St Ermin's Hotel, London, 13-14 June 2011, addresses a gap in the market for operators, analysts, investors and owners involved in the vibrant and growing boutique and lifestyle hotel sector to learn, network and discuss the latest industry trends.

Boutique hotels have emerged as one of the winners of the recent downturn as their aspirational qualities tend to prompt a high degree of loyalty from guests and their often quirky, trendy nature often makes them popular with celebrities and consumers seeking an alternative to large five-star hotels. In a report on the market issued by HVS last year the company predicted a stream of new boutique hotel openings over the next five years.

Russell Kett, managing director of HVS London, said: 'We are very pleased to be sponsors of the inaugural Boutique Hotel Summit, which will provide a valuable opportunity for those involved in the sectors to learn from leading industry experts, make new business contacts and discuss trends in the development of this successful and expanding sector of the market. There has been impressive growth in boutique hotels over the past decade largely prompted by the fact that developers have been able to make use of buildings and warehouse space that mainstream operators couldn't consider.'

Event organiser Piers Brown said: 'Boutique Hotel Summit is a response to a growing need in Europe for an event where hospitality professionals in the boutique and lifestyles sectors can network and share best practice in these challenging economic times. We are delighted to have the backing of a globally renowned company such as HVS, which has huge experience of the hotel sector, particularly the boutique sector.'

The conference, subtitled 'Welcoming today's lifestyle guest' will open with a keynote address from Peter Tyrie MBE, founder of The Eton Collection, and a pioneer of the European boutique hotel sector.

(ends)

Editor's notes

About Boutique Hotel Summit

Boutique Hotel Summit is Europe's first b2b conference dedicated solely to the boutique and lifestyle hotel sector. It is taking place at London's St Ermin's Hotel on 13-14 June 2011.

To book tickets visit <http://www.boutiquehotelsummit.com>

About HVS

HVS is the world's leading consulting and services organisation focused on the hotel, restaurant, shared ownership, gaming and leisure industries. Established in 1980, the company performs more than 2,000 assignments a year for virtually every major industry participant. Through a worldwide network of 30 offices staffed by 300 industry professionals, HVS provides an unparalleled range of complementary services for the hospitality industry. In Europe the company has offices in Athens, London, Madrid and Moscow. www.hvs.com

For further information please contact:

Linda Pettit, Tilburstow Media Partners Tel: +44 17 3782 3721
Linda@tilburstowmedia.co.uk Mob: +44 79 7378 9853

Russell Kett, Managing Director Tel: +44 20 7878 7701

rkett@hvs.com

Mob: +44 78 0241 1142