

How to recruit for a “Lifestyle” or a “Boutique” brand

We are constantly requested to search for management for “Lifestyle” or “Boutique Hotels”, but how much different is it to recruit for a full service deluxe hotel, as opposed to a lifestyle or a boutique hotel?

The first thing that we have to understand is what is the difference between a “Lifestyle” and a “Boutique Hotel” or are they the same?

Historically, when we were retained to find Managers for any hotel brand, the first thing we asked was what type of individual would reflect the culture of the brand. This does not mean for a lifestyle brand that we must look for a young General Manager who wears tight suits or tight dresses, and knows what songs are on the hip parade sung by the Red Hot Chili Peppers, or Green Day.

The “culturing the brand” refers to the fact that the candidate must be able to connect with the guests that the brand wishes to attract. This is the key point in any hire. The question we have is with well over 20 lifestyle brands out there & more on the way, what is the difference between all these “lifestyle” brands ? We are not clear. Can you as our readers offer us some guidance? We enclose a partial list of life style brands.



Do You Know Who Manages These Lifestyle Brands? If You Are Confused, Imagine How the Traveling Public perceives all these so called Lifestyle Brands and tries to differentiate their culture and facilities?

- Edition
- Sofitel So
- Vivanta
- Andaz
- Hotel Indigo
- Radisson Blu
- Tryp
- Me
- Rove
- Venu
- Canopy
- W
- Element
- Aloft
- Kimpton
- Joie De Vivre

- Jen
- Cambia
- Centric

A List of Lifestyle Hotel Brands and who manages them

- Edition By Marriott
- Sofitel So By Sofitel Luxury Hotels
- Vivanta By Taj Hotels Resorts & Palaces
- Andaz By Hyatt
- Hotel Indigo By Intercontinental Hotels Group
- Radisson Blu By Carlson Rezidor
- Tryp By Wyndham Hotel Group
- Me By Melia
- Rove By Emaar
- Venu By Jumeirah
- Canopy By Hilton
- W By Starwood
- Element By Starwood
- Aloft By Starwood
- Kimpton By IHC
- Joie De Vivre By Joie de Vivre Hospitality
- Jen By Shangri-La
- Cambia By Choice Hotels
- Centric By Hyatt