

# How “handcrafted” hotels grab more guests with local experiences

In an increasingly homogenized world, consumers in all categories are craving authenticity and originality – and nowhere is that more evident than in the hotel industry. One survey of 1000 hoteliers found that more and more guests are rejecting cookie-cutter hotels in favor of those that help them experience the true essence of a place.

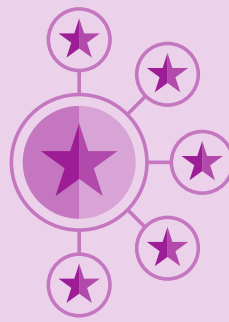
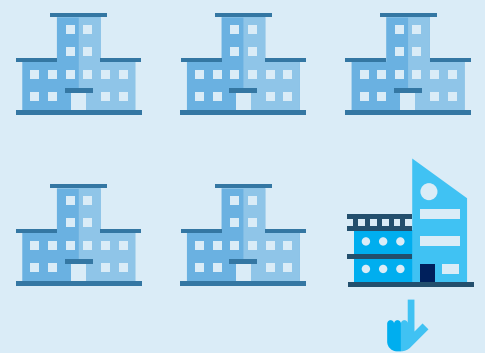


## What localization means for hotels

Hotels are filling up rooms in a whole new way – by getting guests out of them and into the local scene. Hotels are also bringing the local flavor in-house, with one-of-a-kind design and food elements.

## Why independent hotels have an advantage

Their smaller size gives them the agility to adapt quickly to new local trends, and their status as local business provides better access to local relationships. The result? Independent hotels are growing at twice the rate of the big chains.

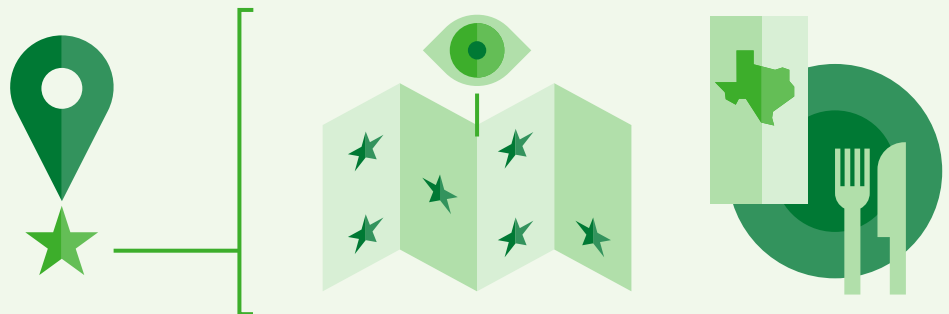


## How big brands deliver “small batch” experience

Big hotel groups are innovating with technology and experience-based brand extensions. For instance, Ritz-Carlton has developed a live-chat concierge app and Marriott’s new Moxy brand looks to deliver authentic slices of local living.

## Any hotel can “go local”

Delivering a more localized guest experience isn’t dependent on building new hotels or even developing apps. It can start as simply as sharing fun local facts on your custom print napkins or site-seeing through local eyes.



Sources: Hotel trends transforming the guest experience - Ambius | Independent hotels soaring - Trivago blog | Hotels, feeling the pinch of Airbnb, promote local experiences - The New York Times | How can boutique hotels cater to the desires of today's traveler? - Gensler blog | True Hospitality: Mapping Guest Experience - FINE blog | The New Luxury - SGEi

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