

Title: “Analyse the Boutique Hotel Experience”

Task 1 — Identify the Features (Tick all that apply)

Boutique hotels usually offer:

- Unique design
- Personalised service
- Large conference halls
- Limited number of rooms
- Standardised chain branding
- Local cultural themes

Task 2 — Short Analysis

Explain in 2–3 sentences:

“How does a boutique hotel attract a different customer group compared to a chain hotel?”

Task 3 — Evaluate (High Ability)

Choose ONE and answer below:

- Suggest one improvement to increase guest satisfaction
- Suggest one marketing idea to attract more guests
- Suggest one service that fits boutique hotel style