

TRAVEL INTEL · HOTELS

These 15 New Hotel Brands Are Reshaping the Travel Industry

Written by **Alia Akkam**
February 25, 2015

BEGIN SLIDESHOW

Well-established and upstart hotel companies alike are on an unprecedented two-year streak of rolling out new brands, whether entirely new collections or newly curated portfolios of existing hotels. While each offers a distinctive experience, all these brands tend to share the same obsessions: minimalist design, impressive artwork, thoughtful food and drink options, and a commitment to highlighting local culture. The moves are about more than just targeting Millennial guests, say industry watchers.

"The boutique hotel business is booming," says Sean Murphy, editor-in-chief of Jetsetter.com. "These newcomers are constantly getting a higher nightly rate than cookie-cutter hotels, so big brands are getting in the game to gain market share and attract the boutique customer."

But with more than a dozen new brands launched in just two years, how can consumers make sense of it all? "By their nature, the big brands have built their reputations on consistency and predictability," Murphy says. "Being hyperlocal and having a sense of place can be messy and unpredictable."

Here are 15 brands making an attempt to deliver both unique experiences and a consistent stay—and our early read on what type of guest will want to stay in each.



6/ 15

 Share  Grid View

Graduate Hotels

What it is: Quirky properties offering well-designed oases in college towns.

Where it is: The Graduate Athens, the former Foundry Park Inn & Spa near the University of Georgia, opened in 2014, as did the Graduate Tempe, near Arizona State. Properties in Charlottesville, Virginia; Madison, Wisconsin; and Oxford, Mississippi will join the ranks this year, with Lincoln, Nebraska not far behind.

Who wants to stay there: Parents and visiting profs who want to upgrade from musty family inns and anonymous limited-service hotels.