

Boutique-style hotels embrace the suburbs

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Visiting the suburbs no longer has to mean staying in a cookie-cutter hotel.

Suburbs around the USA's biggest cities are starting to get their first wave of boutique hotels, as more travelers seek hotels with personality closer to outlying areas that have transformed into business and social hubs.

"People are looking for something different. They want something design-driven, that looks like where they live," says John Russell, CEO of Nylo, a new independent chain of stylish hotels that is basing its strategy on building hotels in suburbs (Plano, Texas, Warwick, R.I.) instead of big cities, at least initially.

The latest wave of boutique-style hotels tends to offer modern furnishings, the latest high-tech offerings such as flat-screen TVs and MP3 plugs, a thoughtful collection of art and trendy gathering spots such as the "living rooms" pioneered by the W chain.

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