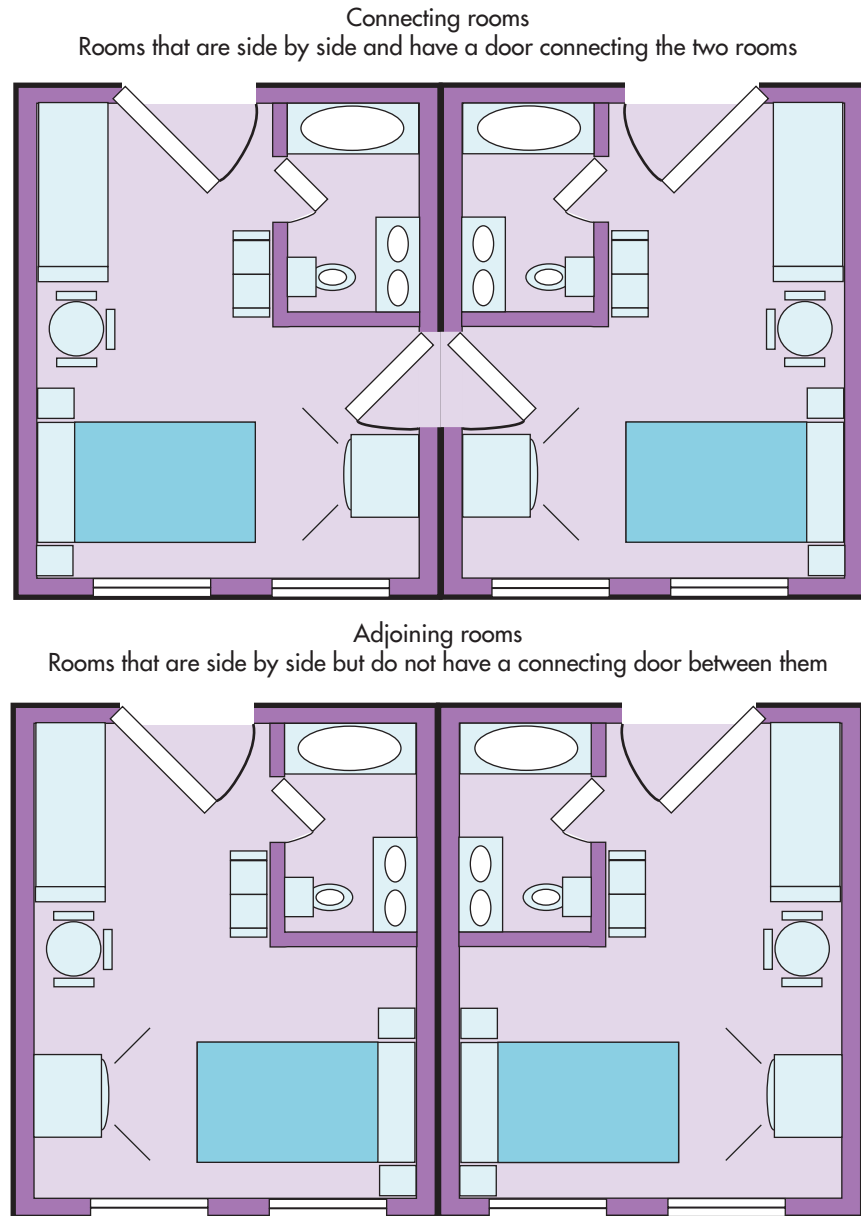


**FIGURE 7.1**

Room layouts demonstrating lodging terminology.



## Going It Alone

Independent properties are lodging facilities owned and operated as single units with no chain affiliation or common identification. Managers of independent properties have many of the same advantages and disadvantages as the sole proprietors of B&Bs. They are not bound by corporate policies, so they are free to be creative and respond quickly to the needs of their guests and communities. The price they pay for this freedom, however, is a lack of marketing, management, and financial support and other resources that are typically provided through larger, multiproperty organizations such as franchises or chains. The epitome of these independent hotels is referred to as a *boutique* hotel with unique architecture and décor, offering a high level of service and typically having fewer than 150 rooms.<sup>22</sup> Additional research has suggested that limiting size to 100 rooms, specifying that these properties not be part of a chain and that they must be located in