

PREFERENTIAL DETERMINANTS IN BOUTIQUE HOTELS IN THE NORTHERN REGION OF PORTUGAL

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The aim of this article is to analyze the determining characteristics in the choice of boutique hotels in the Northern Region of Portugal. Thus, through a questionnaire answered by 423 guests, the sample preference is characterized. The boutique hotels belong to a segment where charm, refinement and luxury dominate. Guests appreciate the hotel's neatness and decoration, amenities, quality of service, efficient and friendly service, as well as the reliability and ease of booking. Exploratory factor analysis reveals seven determining factors in the choice of guests: hospitality, security, meeting convenience, marketing, design, concierge service, and premium service. Although it is an exploratory study, the seven found factors contribute to the study of the subject, deserving the attention of the investors and the managers of these hotel units.

KEY WORDS: Boutique hotel, luxury hotels, charming hotel, hotel attractiveness, exclusivity