

# Boutique & Lifestyle Lodging Association (BLLA) Announces new Inner Circle Club Members who have joined for 2018

*The "Club" members represent major supply networks & hospitality organizations owning and operating some of the world's finest boutique & lifestyle hotels*

LOS ANGELES, CALIFORNIA, UNITED STATES, February 14, 2018

/EINPresswire.com/ -- It is with extreme pride that [BLLA](#) announces its newest Inner Circle Club ([ICC](#)) members. They join the association in a much-esteemed Club that already contains some of the nations top organizations. They have proven to be a force in the boutique sector and a supporter of the association. This year, they'll be joined by brands we hold in the same regard.

"2018 is poised to be a historic year for BLLA as we have grown our network and reach like never before," stated Frances Kiradjian, BLLA CEO. "With the induction of the following members into the Inner Circle Club, there is no area of hospitality we don't touch."

We're elated to announce Elavon as our newest merchant service provider. As clients of this international payment powerhouse ourselves, we can attest to the highly personalized ethos this group has curated on such a grand scale.

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*Frances Kiradjian, CEO*

“We understand the complex matrix of systems required to run a hotel. Our unique solution provides hotels with a single source for all things payments, meaning we offer merchant services, gateway, EMV and payment security. When a hotel selects Elavon as their payments partner, they get an entire team dedicated to the hospitality industry.”

Kerry Levine, Head of Strategic Markets – Lodging, Elavon

Our next ICC addition is a company familiar to tens of millions

of people across the globe for its innovative mobile phones, home appliances and consumer electronics products – LG Electronics. In the United States, LG is the undisputed leader in hospitality



*The Inner Circle Club*

*Boutique is not just a hotel, it's an experience*

**AND**

*Any industry can join the community*

TV technologies and the fastest-growing player in digital signage displays. We're delighted to have the opportunity to help this already renowned brand become even more of a force in the lodging, luxury, travel, tourism and hospitality verticals.

"Joining BLLA's most prized [membership](#) program is consistent with LG's commitment to leadership in the premium hospitality market with advanced business solutions including hospitality TVs, digital signage displays, information displays and monitors, all built to withstand the daily demands of business environments."

Mike Kosla, VP – Hospitality

iVvy was the next to join the Inner Circle Club. iVvy is revolutionizing the Meetings and Events industry through its technology platform and distribution engine. iVvy's solutions enable venues to publish live availability, rates and inventory of function and meeting space, F&B and group accommodation online with real-time bookings.

"iVvy is committed to working closely with the Boutique and Lifestyle hospitality market to help drive revenue growth, profitability and efficiencies all round. By joining the inner circle of BLLA further validates our commitment to this industry and to be the catalyst of change for the future."

Lauren Hall, President & CEO

Our final announcement is dedicated to Two Roads Hospitality. Two Roads exemplifies what it is to be boutique as well as lifestyle. A champion of individuality, each property under the Two Roads umbrella is known for its distinct personality and embodying the local community in which it is located. The Two Roads development team are some of the best and brightest in the industry.

"Two Roads Hospitality is the leading operator of independent and lifestyle hotels with more than 85 properties in 7 countries. Our properties create distinct experiences from the moment you check in. We are comprised of Joie de Vivre Hotels, Thompson Hotels, Destination Hotels, tommie and Alila Hotels & Resorts, including an extensive roster of award-winning restaurants and bars, stunning vacation residences, world-class golf courses, and indigenous spa and wellness offerings."

Todd Wynne-Parry, EVP, Global Acquisitions & Development

All ICC Members and their exclusive category represented in the association (in Alphabetical Order):  
SUPPLIERS:

Avendra – Hotel Food and Beverage Procurement

Elavon – Merchant Services

Greenberg Traurig – Hospitality Law

The Gettys Group – Design & Development Firm

LG Electronics USA – Hotel TV's and Digital Signage

Rainmaker – Revenue Management

SuiteLife Insurance – Hospitality Insurance

HOTELS:

Two Roads Hospitality

Additional companies joining the Inner Circle Club to be announced shortly. ICC members have exclusivity in the Club, although suppliers in the same categories can also join the association by registering for membership at [www.blla.org/membership](http://www.blla.org/membership).

Please join us in welcoming these new members. Leaders in their respective spaces, BLLA's Inner Circle Club is comprised of outliers whose influence will only serve to accelerate the rate at which the association (and hospitality as a whole) progress. ICC membership includes top sponsorship of BLLA events and conferences, Board participation, advertising and marketing and much more. Contact

info@blla.org for more information.

About the Boutique & Lifestyle Lodging Association (BLLA)The Boutique & Lifestyle Lodging Association (BLLA) is the first and only alliance association dedicated to uniting the world's independent boutique and lifestyle hotels and small brands. BLLA was created to be the unifying voice of this distinctive subset within the hospitality industry. With members from global destinations and more joining daily, BLLA's goal is to unite the world's collection of boutique & lifestyle properties and the suppliers that sustain them. BLLA offers their members the opportunity to successfully compete on a level playing field with major hotel companies. The association educates members in order to market themselves to meet the ever-increasing demand from discerning boutique-seeking clients. Follow us on Instagram: [www.instagram.com/stayboutique](https://www.instagram.com/stayboutique) For more information, or to become a member visit [www.blla.org](http://www.blla.org).

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