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## **HANGOUT HOTELS - A FRESH TAKE ON THE CONCEPT OF 'BOUTIQUE'**

**Singapore** – [hangout@mt.emily](mailto:hangout@mt.emily), Hangout Hotels was selected by the popular global online portal [guardian.co.uk](http://guardian.co.uk) as the Best Boutique hostel in Singapore.

The concept of the boutique hotel has been present in major cities as early as the 1980s, and with the rise of its popularity among international travelers, it has since evolved into embodying various definitions over the years.

### **THE COMMON CONCEPTS OF BOUTIQUE**

Differentiating itself from the mainstream chain hotels or branded hotels, the boutique hotel serves to purport the essence of 'lifestyle' and 'design'. Comparatively, boutique hotels are usually designed and furnished in thematic concepts and exude a more intimate ambience with personalized services and facilities.

With the increase in popularity and romanticism of the boutique concept, many consumers have come to associate the term 'boutique' with the assumption that such accommodation are exclusive, elite, and expensive.

The Hangout concept was formed to combat such impressions on the boutique hotel. Hangout Hotels is out to prove that stylish boutique accommodation can be affordable too.

### **THE HANGOUT CONCEPT**

Hangout Hotels swears by the concept of "no frills, just fun accommodation". It is undoubtedly a treasure find for savvy travellers looking for a fun yet fuss-free stay while travelling.

**no frills - just fun**



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Hangout offers affordable lodging in a no frills, just fun environment yet without compromising on cleanliness, comfort and safety to seasoned and new adventurers. Designed with our signature “no frills, just fun accommodation” concept, our hotels give travellers just the right amount of attention needed – no unnecessary amenities except for those great cushy beds and squeaky clean bathrooms.

And if you love making new friends on your trip, Hangout Hotels offers the perfect hangout place to meet and share adventure tales with fellow travellers. The Hangout concept is all about providing a meeting point for travellers to enhance and exchange their understanding of Singapore and Asia and of our rich assortment of cultures.

[hangout@mt.emily](mailto:hangout@mt.emily) is our first boutique hotel nestled in a tranquil respite away from the hustle and bustle of the Singapore city. The nearby Mt. Emily Park provides tranquil respite with its lush tropical foliage for the weary adventurer. [hangout@mt.emily](mailto:hangout@mt.emily) has been open to travellers all around the world since 2004.

## SPREADING THE HANGOUT CONCEPT

Hangout Hotels now has a second baby - just as funky as our first pride and joy in Singapore, [hangout@jonker](mailto:hangout@jonker) is located in the Jonker Area - the must-go destination for all tourists visiting Malacca, Malaysia.

[hangout@jonker](mailto:hangout@jonker) will be a treasure find for savvy travellers looking for a fun yet fuss-free stay while they scour the quaint streets of Malacca’s famous old town.

Designed with our signature “no frills, just fun accommodation” concept, this funky 22-room boutique hotel is due to open its doors in **July 2010**.

For the month of July, [hangout@jonker](mailto:hangout@jonker) is offering a special room rate at RM8.88 per guest per night.

For more information, please visit [www.hangouthotels.com](http://www.hangouthotels.com) or keep a lookout for upcoming announcements on [hangout@jonker](mailto:hangout@jonker)!

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