



16 Over-the-Top Hotel Butler Services

Written by Sandra Ramani · May 27, 2016



From helping you shuck oysters to finding—and fitting into—the perfect kilt, these butlers do more than just deliver your drink.

If the term "butler" conjures up images of [Downton Abbey's stone-faced Mr. Carson](#), think again: hotels today are trading in stuffy formality for targeted services that are personalized, useful, and unexpected—and often downright quirky.

"The travel industry has moved away from the traditional definition of luxury," says Erina Pindar, Managing Director of upscale travel planning agency [SmartFlyer](#). "The high-end experiences sought after these days are experiential in nature, individually crafted to the client, and hyper-local, and the growing interest in specialized butler services is a natural progression of these trends." Themed butler services, adds Pindar, are also "a way for the properties to differentiate themselves, and create a 'surprise and delight' experience for the client."

From Fragrance Butlers who spritz you with perfume to a Barbecue Butler who will teach you how to grill the perfect cut, this list of dedicated butlers has a mix of services designed to wow the guest—including several you probably never knew you needed.

BONFIRE BUTLER

Located on a surfer-favorite stretch of sand, the [Hyatt Regency Huntington Beach](#) offers the services of a Bonfire Butler, who will help guests scout out a prime beach location, set up chairs and blankets, and build a roaring fire over which they can [roast s'mores](#). Guests will also learn tips on how to build a proper bonfire, in case they've got a strip of sand close by back home.

HYDROTHERAPY BUTLER

[Grand Fiesta Americana Coral Beach Cancun's](#) sleek, 40,000 square-foot Coral Beach Gem Spa features a 90-minute, 10-step hydrotherapy ritual that guests can enjoy before their services. Personal Hydrotherapy Butlers are on hand to guide each guest through the spa process, from the locker room and relaxation area through the use of the hydrotherapy circuit, which includes scented steam rooms, an ice room, [hot and cold plunge pools](#), and a water walkway lined with massaging pebbles.