



Portfolio Account - Valencia Hotel Collection

Highlighting services and properties across the brand

For Valencia Hotel Collection, as much thought needs to go into the functionality and design of the websites as the properties themselves. The guest experience starts online and continues when they walk through the hotel doors.

“Staying on style trends both on property and online, building-in progressive technology, and maintaining our human touch brings our strategic planning with Vizergy full circle,” said Wendy Norris, Valencia’s Vice President of Sales, Marketing & Revenue Optimization, *“It’s how we do boutique, and we couldn’t do it without the Vizergy team.”*

Rebranding and Expanding

The Client and the Ask

Valencia Hotel Collection (VHC) is an internationally recognized hospitality company with a portfolio of eight independent luxury boutique hotels and nine restaurants & bars. They also provide management, development, branding, and repositioning services for independent and full-service hotels and restaurants.

Vizergy has been a partner since 2012 and has designed the websites for all properties and outlets, and provides Account Management, SEO, and PPC services for the properties and portfolio as a whole.

VHC (formerly Valencia Hotel Group) recently rebranded and is positioning themselves to expand into new markets and broaden its property management services. They wanted to ensure that each aspect of their business had full visibility online and decided to divide their single corporate website into two separate entities – one dedicated to their impressive collection of hotels and destinations, the other a hub for their hotel development and management services.

With a long-standing history and understanding of the brand goals and voice, they tasked Vizergy with handling the separation while keeping the company’s style and individuality front and center.

How We Did It

Vizergy created a new website to house the hotel collection information, using rich imagery and mirroring the personality and vibe of each individual property and location (valenciahotelcollection.com). This site needed to be scalable to account for upcoming growth for this book of business, and showcase the collection-wide special offers, event space, rewards program, and carefully selected destinations.

- Each hotel and dining outlet is prominently displayed with a link to their individual sites.
- Hotel stay specials were given their own section in the main navigation with links directly to the booking engine, making conversion a simple one-click process.
- Rewards program sign-up is prominent and easy to complete.
- Events services were separated into meeting space, wedding venues, and business travel to direct traffic to the relevant landing page for each property.

In order to keep the hotel collection separate from the management services, we stripped out that content from the current corporate site (valenciahotelgroup.com) to keep the focus solely on the company itself, the services they offer, and the story behind the brand.

Vizergy also launched a PPC campaign and utilized paid search, social media, and performance max ads to help drive hotel traffic to the new Valencia Hotel Collection website - the information center for an incredible collection of hotels and restaurants in the United States.