

# two hotels. one website. 30% more revenue.

how Vizergy unified two Aruba resorts to drive bookings, organic growth, and wedding demand

Two neighboring four-star, all-inclusive resorts in Aruba, one family-focused and one designed for romantic getaways, wanted to increase reservations and revenue while strengthening their digital presence. Despite shared guest access, the resorts were marketed on separate websites with competing branding and SEO performance. The ownership group partnered with Vizergy to create a unified digital experience that better reflected how guests actually experienced the resorts and improved performance.

## the challenge

The client needed to increase direct revenue while simplifying their digital ecosystem and improving organic performance across both resorts. Maintaining two separate websites fragmented demand, diluted SEO authority, and caused the properties to compete against each other in search results, limiting visibility for high-value non-branded terms. Without a unified strategy, the resorts faced continued volatility in organic performance, missed booking and wedding RFP opportunities, and lost revenue in a highly competitive Caribbean leisure and wedding market.

## the Vizergy solution

Vizergy launched a single, unified website that positioned the two resorts as one destination while preserving the distinct appeal of each property. By aligning site structure, content, and SEO strategy with how guests actually choose their vacation experience, Vizergy made it easier for travelers to explore options and convert. The engagement combined streamlined UX, targeted content for key travel segments, and technical SEO best practices, including precise redirects to protect existing authority, resulting in stronger visibility, higher engagement, and sustained performance after launch.

## the results

Vizergy's unified website strategy delivered immediate and sustained performance gains across revenue, bookings, and organic visibility:

- > 29% increase in total website revenue
- > 23% increase in direct bookings
- > 34% increase in revenue from organic search
- > 57% increase in wedding RFP submissions

Organic search became the dominant revenue driver, accounting for more than 60% of total website bookings and revenue. The combined site more than doubled its non-branded keyword footprint, strengthening long-term visibility and reducing reliance on paid channels.



## key takeaways

- > Unified digital strategy drives growth:  
We consolidated the websites to eliminate internal competition and concentrate SEO authority, resulting in stronger organic performance.
- > Guest-centric design converts better:  
We aligned the site structure to how travelers actually choose experiences, which improved engagement and increased bookings.
- > SEO authority compounds over time:  
We applied a focused technical and content strategy that delivered sustainable, long-term organic growth.
- > One website, multiple revenue streams:  
We built a single platform that supports leisure travel, weddings, and destination demand at the same time.

## see what strategic thinking can do for your hotel

Every hotel challenge is different. Our team brings the strategy, creativity, and execution needed to turn complex problems into measurable performance.

Talk to a Vizergy expert today.

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