

Valencia Hotel Collection

repositioning a luxury hotel portfolio website for growth, clarity, and conversion

Valencia Hotel Collection (VHC) is an internationally recognized hospitality company with a growing portfolio of independent luxury boutique hotels, restaurants, and bars across the United States. As the brand evolved from a single hotel group into a broader collection and management platform, its digital presence needed to clearly reflect that growth. Vizergy partnered with Valencia to realign the digital experience with the brand's expanding vision.

the challenge

Valencia's existing corporate website was attempting to serve multiple audiences, including hotel guests, property owners, and development partners, within a single experience. This blurred the brand's message, limited visibility for individual properties, and created friction in the booking journey.

the business risk:

Without a clear separation between guest-facing portfolio content and management services, Valencia risked confusing users, under-promoting its hotels, and limiting its ability to scale. The site structure made it difficult to showcase properties, promote offers, and guide users efficiently toward direct bookings.

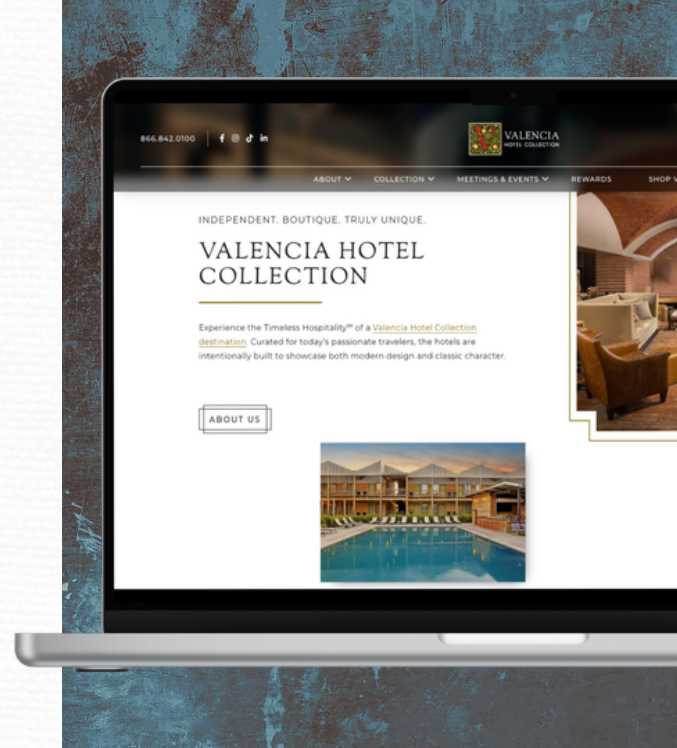
the Vizergy solution

Vizergy designed and launched a dedicated Valencia Hotel Collection website to serve as the central hub for the brand's hotels and destinations. The strategy prioritized clarity, scalability, and conversion, creating a digital foundation that could grow with the portfolio while preserving each property's unique identity.

Key elements included simplified navigation, direct links to booking engines, prominent offers and rewards visibility, and a clear separation from management and development content. Vizergy also supported the launch with paid search, social media, and Performance Max campaigns to drive qualified traffic to the new site.

results

The new website established a clear digital identity for Valencia Hotel Collection and delivered a more intuitive guest experience. The streamlined structure makes it easier for users to discover properties, engage with offers, and move confidently toward booking, reinforcing the site as the portfolio's primary digital destination.



key takeaways

- > Audience clarity drives performance:
We separated guest-facing portfolio content from management and development messaging, resulting in more focused journeys, stronger engagement, and reduced audience friction.
- > Portfolio websites should be built to scale:
Our team designed a flexible site supporting ongoing portfolio growth, enabling faster property additions and minimizing future development effort.
- > Conversion designed in:
We structured navigation, streamlined direct booking paths, and elevated key offers to improve usability and support higher booking intent across the site.
- > Brand storytelling and revenue can coexist:
By aligning design and strategy, we delivered a portfolio experience that strengthened brand perception while reinforcing conversion opportunities and revenue growth.

ready to elevate your portfolio?

See how Vizergy can help transform your digital presence into a growth engine. From portfolio websites to performance marketing, we help hospitality brands turn strategy into results.

1.800.201.1949 | results@vizergy.com
www.vizergy.com