

Valencia Hotel Group Blog

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Do You Boutique?

How Valencia Hotel Group Boldly Boutiques in a Big Brand World

The boutique hotel has an out-of-the-ordinary touch that discerning guests long for. They evoke a sense of place. They are individual, even bewitching, lovely . . . refreshing. Valencia Hotel Group is just such a place, who knows how to manage the bold and the beautiful of form, function, and feel in each of its properties.

Charming. But, behind the scenes, there's a bottom line to feed — and it has a ravenous appetite.

Being distinct *and* lucrative – where to start

Valencia Hotel Group starts at the beginning, which is well before a guest steps foot in their hotels. They start with their website and online strategy. And, as with everything else Valencia, they are meticulous in each detail. Together with Vizergy Digital Marketing, a top hospitality marketing agency, they work to keep it high style, high tech, and high touch – their three pillars of poise and profit.

Three Pillars of Hospitality Poise and Profit

High Style

Style that invites guests in at first glance

Vizergy works closely with Valencia management to create online design that mirrors the feel of the place. Potential guests envision themselves on the property just by looking at the website. This is because Valencia is just as selective with their website design as they are with interior boutique hotel design – from how they frame and feature guest rooms to imagery, Calls to Action, and navigation. Working with a Vizergy Project Manager who understands the what's, why's, and how's of hospitality and Valencia Hotel Group makes a difference bold enough to suit each boutique property.

High Tech

Technology that says your service is stellar, without having to say it

For Valencia Hotel Group, unique functionality that complements the form, by design, enhances the online experience. They know intuitive function speaks to their intuitive service – oh so subtly, elegantly, and persuasively. Showing always trumps telling.

At Valencia's request, Vizergy's inventive team of project managers, IT experts, and SEO strategists pioneered an application that creates individual Offers pages, making them more SEO friendly, and menu

functionality that lets hotel chefs easily make edits on the fly when ingredients or dishes are created – very boutique-y. And under the high-thread-count sheets, on Vizergy’s platform, built-in analytics and reporting features help Valencia gather data to plan better, market better, and even increase seasonal and outlet revenue. Impressive.

High Touch

Service that emotes a human feeling in a world of automation

Valencia Hotel Group and Vizergy share a human touch ideology that results in remarkable guest experiences. They know that once the high-impact website design and the impressive technology of it all are behind us, the guest stands before you. And so, the “getting them there” part of the customer journey takes a pause. Now, Valencia Hotel associates continue the online story they’ve started with exceptional service that keeps guests returning to one of the many Valencia Group Hotels. It’s made clear that while each boutique hotel has a style and locale all its own, the standards, service, and feel are all the same – simply spectacular.

A True Partnership

“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 Kathy / Wendy, “It’s how we do boutique, and we couldn’t do it without the Vizergy team.”

Valencia Hotel Group and Vizergy understand the value of service excellence in a world where automation can take over if you let it. Keeping with their shared values on service excellence is a rarity that continually strengthens the bonds of their businesses. It makes for exceptional guest experiences, and it all starts at first glance – on websites that are always fresh and functional.

Contact Valencia Hotel Group XXX

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