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For more information, please contact:
Natasha Wojcik, 904-389-1130 ext. 108
natasha.w@vizergy.com

Brenda Thompson, 512.461.5644
brenda@brendathompson.com

Valencia Group Launches New Lone Star Court Website- Texas Nostalgia Meets Modern Day

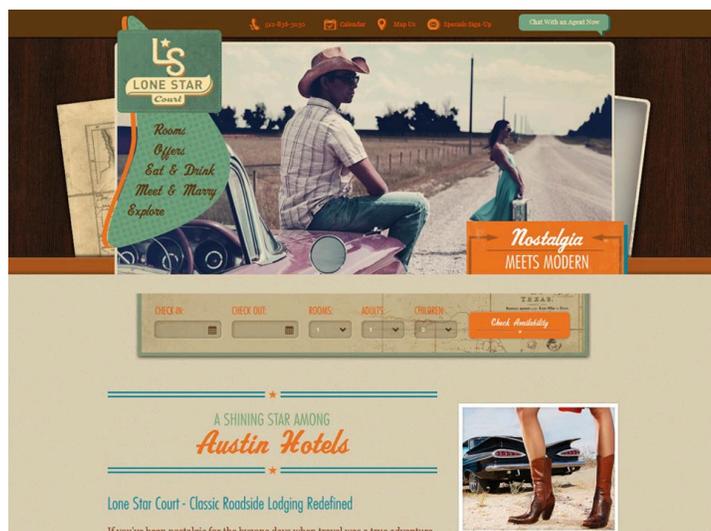
Vizergy® Paints Unique Digital Canvas to Ramp Up Revenue

Jacksonville, FL (July 30, 2013) – [Vizergy Digital Travel Marketing](#) has designed a new custom website employing the latest design concepts and best practices for [Lone Star Court](#), [Valencia Group's](#) newest addition to an award-winning hotel collection.

Lone Star Court is an authentic Americana hotel that represents true Texas hospitality, and the comfort and convenience every Valencia Group hotel guest has come to value and appreciate. True to Austin, Lone Star Court will feature live music by an outdoor fire pit, a dipping pool reminiscent of Hill Country swimming holes, and an onsite food trailer court. This new custom website was designed to draw business and leisure travelers to this unique “ranch-tech” property.

“We are pleased that our new website captures the energy and uniqueness of our hotel and of our Austin location,” said Marcus Latner, General Manager of Lone Star Court. “The website offers visitors a great experience whether they are simply seeking information or are ready to book reservations.”

This unique Austin hotel features an aesthetic appeal that epitomizes the Texas Hill Country and offers a Texas lodging





experience like no other. Vizergy's design team represented this Texas appeal throughout the new custom website from the graphic-heavy images, to the unique color palate, textures, fonts, and several layers. This themed website creates a timeless twist by using a classic blend of the past and present to create the perfect pairing. The 123 retro-inspired rooms filled with Texas-style amenities will offer down-home hospitality and first-rate comfort with lodging décor such as rocking chairs on the wide wrap-around porches, deer horn lamps, and full size 50's style Smeg refrigerators.

"It is a privilege to work with the Valencia Group to launch their newest addition to their award-winning hotel collection — Lone Star Court," said Philip Faircloth, Vizergy's Director of Operations. "Working with seasoned and passionate professionals is a pleasure and produces the best results. Through a collaborative effort of our teams we have produced a website designed to engage visitors and encourage them to book, all centered on achieving a high ROI."

About Valencia Group

Houston-based Valencia Group provides management, development, branding and repositioning services for independent, full-service boutique hotels owned by the company, in addition to third parties. Recognized both nationally and internationally for their exceptional service and style, Valencia Group hotels fuse a crisp, globally-inspired modern design aesthetic with warm Mediterranean influences. All three of the Valencia Group hotels have earned coveted spots on the Condé Nast Traveler Gold List for 2013. This year is one of substantial growth for the company with the second Sorella - Hotel Sorella Country Club Plaza – slated for an autumn opening in Kansas City, MO and a new concept: Lone Star Court. A 21st Century reinterpretation of the nostalgic motor court. Lone Star Court will premier in autumn 2013 in Austin at The Domain. For more information, please visit www.valenciagroup.com.

About Vizergy®

Vizergy is an award-winning digital travel marketing company that empowers hoteliers to know more, do more and achieve more – with the ultimate goal of delivering maximum online revenue. The company uses data driven decisions to provide strategic guidance in the evolving world of online marketing. Online marketing services include search engine optimization, pay-per-click and display advertising, local marketing, website and mobile website design and development, reservation software and advanced analytics. Since 1998, Vizergy has propelled thousands of branded and independent hotels, resorts and hotel management companies to success.



For more information on Vizergy and its services, please visit vizergy.com, call William Bellis at 904.389.1130 Ext. 171 or email william.b@vizergy.com. Join us on [Facebook](#), [LinkedIn](#) and [Twitter](#).

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