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## *Valencia Group Wins Gold Magellan Award for Search Engine Marketing Campaigns*

*Summary: Valencia Group, an internationally-recognized hospitality management company, has earned a Gold Magellan Award in the Hotels and Resorts Web Marketing and Advertising Category for their Search Engine Marketing Campaigns.*

**HOUSTON, TX (PR WEB)** October 26, 2011—[Valencia Group](#), an internationally-recognized hospitality management company, is proud to announce their Gold Magellan Award from Travel Weekly in the Hotels and Resorts Web Marketing and Advertising Category for the hotel company's winning SEM campaigns.

The SEM campaigns, managed by HeBS Digital, the leading hotel digital marketing strategy firm in the hospitality industry, focused on Valencia Group's branded and geographical keywords, ensuring maximum search-engine optimization and customer navigability. Using strategies of pay per click marketing and keyword analysis, these SEM campaigns have made Valencia's luxury boutique hotels easier to find on the Internet and more accessible to customers.

"We at Valencia Group are thrilled with our winning SEM campaign, and we are proud that it has been recognized by the industry," said Wendy Norris, Corporate Director of Revenue Management. "With the help of HeBS Digital, we have created websites that are not only visually stunning but more easily reached by our guests."

To learn more about Valencia Group, the premier hotel management brand offering a collection of upscale and boutique hotels in interesting locales, please visit the [Valencia Group](#) website.

**About Valencia Group**

Valencia Group, a Houston-based company, provides management, development, branding and repositioning services for full-service, independent hotels owned by Valencia as well as third-parties. As with Hotel Valencia Santana Row in San Jose, California, and Hotel Valencia Riverwalk in San Antonio, TX, most Valencia sponsored hotels are set in the cultural heart of each city. Valencia Group hotels fuse globally-inspired modern design with Mediterranean influences, becoming popular destinations for guests and visitors alike. Valencia Group continues to forge its position as a mixed-use anchor with projects where the right balance of residential, restaurant, retail and office coalesce to create full-spectrum accretive value in great urban settings. For more information, please visit [valenciagroup.com](http://valenciagroup.com).

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