

Web copywriting and brand for Villa Luxe, Puerto Banus, Marbella

Villa Luxe is a premium family rental villa in a private residential enclave in Puerto Banus, Spain. Completely remodelled after purchase the owner . a luxury hotel developer . hired me to manage the online launch and website. The project spanned naming and branding; planning SEO strategy and domain choice; research and website copywriting; briefing site design, UX and booking requirements; and co-ordinating professional location photography. Within the first summer season (June to October) the villa's occupancy rates had reached 95%. Website copy and project management: Ian Castle. Client: villa-rental-marbella.eu Wedev: Innerbox.

PUERTO BANUS HIGHLIGHTS

Beautiful sunshine. Graceful marina. Designer shopping and amazing food.

You won't just love the villa. You'll love its location, too. With a local supermarket, several restaurants, a taxi rank, a regular bus service and the beach all within a short walk, it's not even necessary to have a car. However you choose to get about, Puerto Banus and the surrounding area promise a wealth of attractions and activities within easy reach. The question is, where will you head first?

Native nightlife

You don't just party in Puerto Banus: you party with style. As a favourite playground destination for the rich and famous, it's hardly surprising you'll find some of the smartest and most exclusive venues here. As you'd expect, the eclectic choice spans every kind of nightlife . from legendary clubs and discos to buzzing music bars. For a quiet drink, simply head for the 'backline', a street behind the port.

Chic shopping

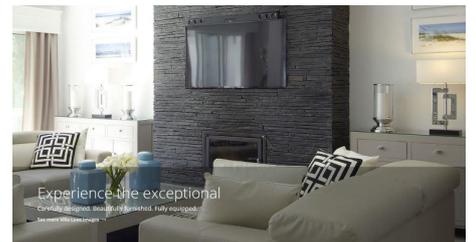
Puerto Banus is Spain's St Tropez. So alongside the sunshine, harbour, yachts and supercars, there's a luxury shopping experience to match. In Puerto Banus Marina, along the front and second line, you'll find designer outlets and boutiques out in force. Home to one of Spain's largest El Corte Ingles department stores, the town also boasts the Marina Banus shopping centre and Centro Plaza development. For authentic market stalls, hit the Nueva Andalucia Artisan and Zoco del Sol markets.

ABOUT VILLA LUXE

Garden Tranquillity

To the rear of the villa, the south-facing gardens (not overlooked) provide a uniquely relaxing retreat - whilst younger explorers in the water or at play remain safe, secure and in-view. Sunbathe, read a book or browse the web in comfort on one of four luxurious steamer-style sun loungers with adjustable parasols. The al-fresco poolside dining area has a large table seating eight.

For Sale. Persuasion.™



Owned and styled by a luxury hotel developer, Villa Luxe brings bold, fresh thinking to Puerto Banus, Spain's finest villa rental location. From the private pool, to beautiful gardens, to pristine accommodation and facilities, experience the exceptional...



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