

Company: GuestCentric, New York, NY
Company Description: GuestCentric is a leading provider of cloud- based digital marketing software that helps hoteliers protect their brands, drive bookings and connect to their customers on all digital platforms. GuestCentric’s all-in-one platform provides hoteliers with award-winning responsive web sites; a user-friendly booking engine; social marketing and channel manager tools.
Nomination Category: Website Categories
Nomination Sub Category: Industry - Hospitality & Leisure
Nomination Title: FeelViana Sport Hotel

1. When was this site or blog first published?

March 2025

2. List the appropriate creative and production credits for this entry:

This website was built and designed by GuestCentric's Hotel Website Design team, with the project managed by Francisco Coelho, GuestCentric's Lead Hotel Website Designer.

3. Briefly describe this entry’s communications objectives and how it met those objectives (up to 200 words):

Total 188 words used.

The **FeelViana Sport Hotel** website is a bold digital reflection of a brand built for sport lovers, where every detail speaks to an active, nature-connected lifestyle. Designed in close collaboration with GuestCentric’s design team, the site delivers a highly personalized experience that mirrors the spirit of the hotel and its guests—adventurous, passionate, and always in motion.

The website goes beyond functionality to create an emotional connection with visitors. Through tailored content, intuitive navigation, and immersive visuals, users are invited into a world where sport isn’t just an activity—it’s a way of life. The design ensures that each user, whether a surfer, cyclist, or trail runner, finds relevant content that speaks directly to their interests.

From high-impact imagery and video to real-time weather updates and activity booking tools, every element is carefully curated to enhance the guest journey while staying true to FeelViana’s unique identity. The interface is sleek and mobile-optimized, encouraging spontaneous discovery and seamless planning.

This is more than a hotel website—it’s a gateway to a personalized lifestyle experience. FeelViana’s digital presence captures the essence of movement, freedom, and connection, inspiring users to engage, book, and belong.



Attachments/Videos/Links:

[FeelViana Sport Hotel](#)



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