

# Las Palomas Website Redesign Turns Clicks into Bookings

See how Orange 142 combined its travel and tourism expertise with web development to redesign Las Palomas Beach & Golf Resort's website, showcasing its competitive advantages, connecting campaigns to the booking engine, and turning visitor interest into confirmed stays.

## About Las Palomas Beach & Golf Resort

Las Palomas Beach & Golf Resort is Puerto Peñasco's premier beach front destination, combining luxury, comfort, and authentic Mexican charm. The resort features more than 1,000 privately owned condominiums, each with a private terrace and panoramic views of the Sea of Cortez. Guests enjoy 656 yards of pristine beach front, nine swimming pools, a championship golf course, and the largest common areas of any resort in the region.



**Streamlined the  
booking experience**

**Integrated marketing  
and site design**

**Connected core  
systems for efficiency**

On-site amenities include two restaurants, three pool bars, a coffee shop, and a convenience store, as well as secure gated access, covered parking, and electric vehicle charging stations. Accommodations range from one- to five-bedroom residences, making Las Palomas ideal for couples, families, and groups seeking a blend of relaxation, recreation, and world-class service.

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## Challenge: A Website that Didn't Pull Its Weight

### Fierce Competition in Dream Destinations

In a destination as sought-after as Puerto Peñasco, competition for visitors and events is intense, both from other resorts and from short-term rentals (STRs) that often promote lower rates.

### Clicks Without Conversions

Las Palomas had been working with Orange 142 for two years, launching highly successful digital, social media, and influencer campaigns. Those efforts delivered strong results, generating high click-through rates and steady traffic to the resort's website. But the traffic wasn't translating into bookings. Visitors would leave to price-shop elsewhere rather than complete a reservation on the Las Palomas site.

### Barriers to Booking

The old site made it too difficult for guests to get the information they needed quickly. Essential details about accommodations, amenities, and packages were buried in a complex structure. The booking process involved too many steps, creating friction just as guests were ready to reserve. For some audiences, the site also failed to deliver an entirely seamless experience, adding another layer of hesitation before booking.

### A Unique Product, Undersold

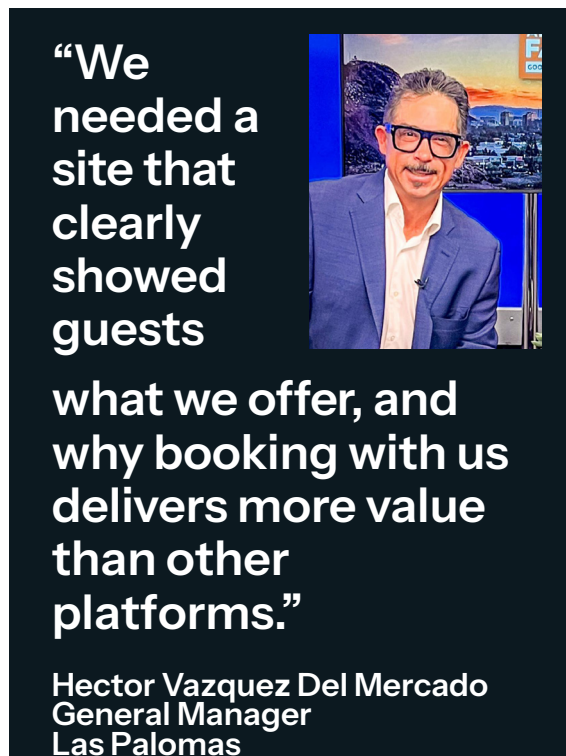
Las Palomas offers something rare in the market: luxury condominiums with complete hotel services. Guests get ocean-view suites with full kitchens and private terraces, along with daily cleaning, onsite restaurants, pools, and resort activities, all without the hidden fees standard to short-term rentals. But the old site failed to showcase this distinction effectively or immerse potential guests in the experience.

### Underpowered Behind the Scenes

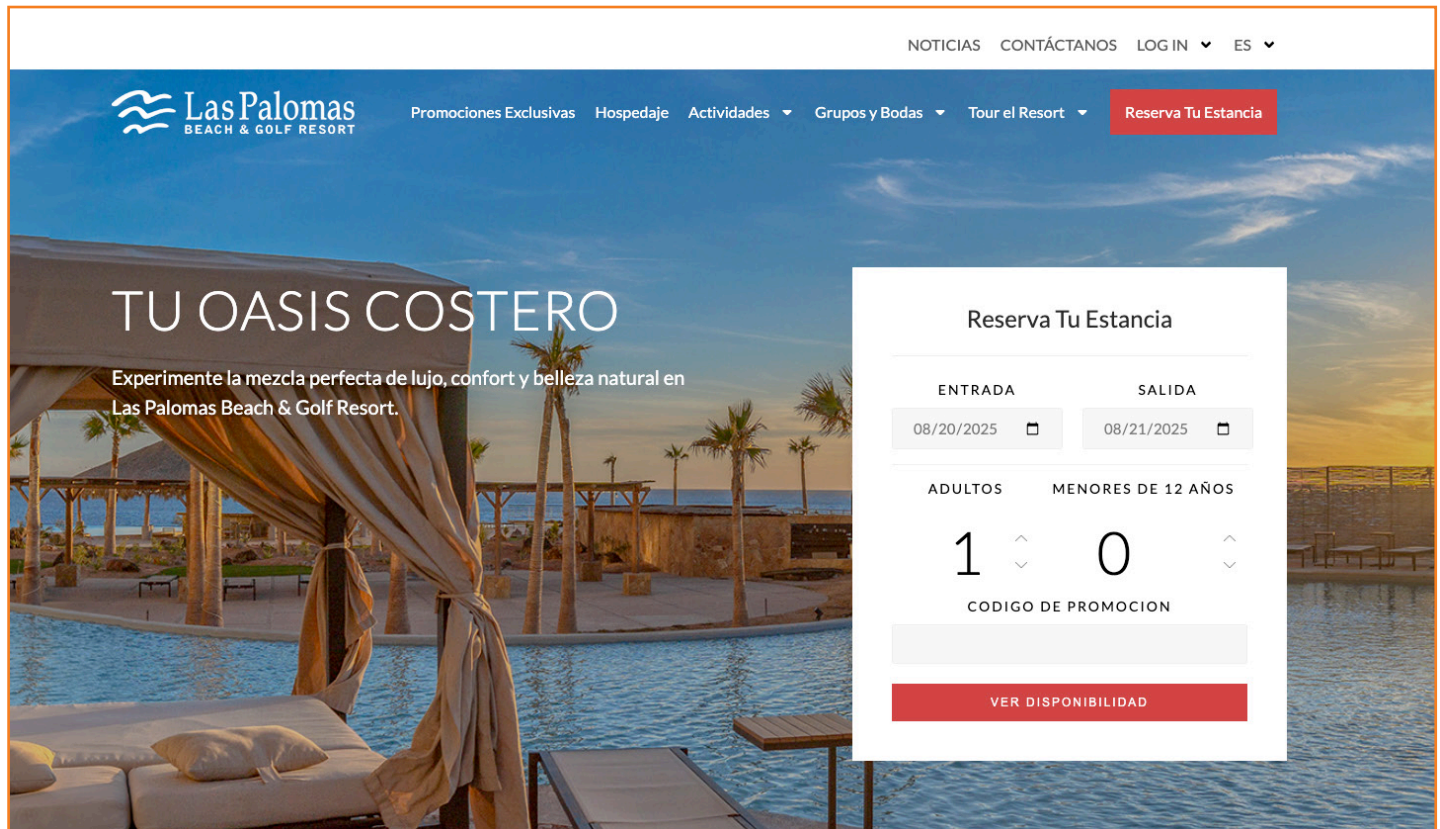
The shortcomings went deeper than visuals and messaging. The old site lacked:

- » Technical optimization, such as meta data, to improve search visibility
- » Integration with booking, restaurant, and customer service systems
- » Mobile optimization for on-the-go travelers
- » Dedicated sections to promote high-value event and wedding business
- » High-quality Spanish translations for the Mexican market
- » A cohesive connection between social and influencer campaigns and the onsite experience

Even the technology "foundation" wasn't built to support modern marketing demands. As Vazquez del Mercado put it, "There are nice websites that look nice but do not have the technology to let me sell."



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### Language Alignment

Many prospective guests speak Spanish, but the old site lacked a high-quality Spanish version. This created a disconnect between the bilingual advertising campaigns Orange 142 delivered and the on-site experience. Guests clicking through from ads in Spanish often landed on pages in English, disrupting the user experience and creating a barrier to booking.

## Solution: A Site Designed to Convert

Orange 142 approached the redesign as a full-scale transformation, improving the user experience, brand storytelling, technical performance, and campaign integration all at once.

Orange 142 worked side-by-side with the Las Palomas marketing and reservations teams to restructure the site so that guests can find key details quickly and book in fewer steps. The Orange 142 website development team focused on a straightforward and intuitive navigation, streamlined booking flows, and well-organized content, making it easy for visitors to explore accommodations, compare options, and reserve on the spot.

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“We already have a very attractive campaign and message to our audience, but at the end, clients only visit our website, see, but



not book. And now we have a lot of competition, not only with other resorts and other destinations, but also with Airbnb, and Vrbo.”

**Hector Vazquez Del Mercado**  
General Manager  
Las Palomas

### Standing Out in a Crowded Market

To help Las Palomas stand apart from other destinations, Orange 142 visited the resort to see the property firsthand and identify the features that should be front and center online. The team captured professional photographs of the beach front, pools, and luxury amenities, and advised on additional photography to round out the visual story. Clear messaging about the resort’s AAA Four Diamond status reinforces the premium experience and makes a compelling case for booking.

### Turning Clicks Into Bookings

The redesigned site turned high-performing campaigns into direct revenue by removing friction from the booking path. Visitors arriving from digital, social, and influencer ads could now find the right room, compare options, and reserve in just a few clicks, without leaving to shop elsewhere.

Clear calls-to-action, streamlined navigation, and immersive visuals kept guests engaged through checkout. The fully bilingual experience mirrored the language of the ads, ensuring Spanish-speaking visitors could browse and book without interruption.

*“Our campaigns have always brought the right audience to our site,” said Vazquez del Mercado. “Now the site gives them every reason to stay, explore, and book. We’ve closed the gap between interest and action.”*

### Building a Stronger Foundation

Behind the scenes, Orange 142 rebuilt the site on a modern, flexible platform that supports both marketing goals and operational needs. The new infrastructure integrates directly with Las Palomas’ booking engine, restaurant reservations, and customer service systems, creating a smooth flow of data and reducing manual work for staff.

Search engine optimization was baked in from the start, with improved meta data, structured content, and faster load times to boost visibility. The site was also fully optimized for mobile, ensuring guests on any device can browse, book, and pay without friction.

Event and wedding pages received dedicated space in the navigation, allowing Las Palomas to promote these high-value offerings better. And with a robust Spanish-language version, the site now mirrors the reach of the resort’s bilingual campaigns, turning marketing investments into measurable results.

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## Results: Positioned for Growth

The new site delivered results right from the start. The Las Palomas team is thrilled with the smoother booking process, stronger connection to ongoing campaigns, and more compelling visual presentation of the resort's unique offerings. With streamlined navigation, integrated systems, mobile optimization, and a bilingual experience, Las Palomas now has the tools to convert more visitors into guests. The resort is well-positioned to turn high campaign engagement into measurable revenue gains in the months ahead.

*“The Orange 142 team never lost momentum. They understood our goals, kept the project on track, and made sure every detail reflected the Las Palomas experience. The new site is exactly what we needed to connect our marketing to bookings.” — Hector Vazquez del Mercado, General Manager, Las Palomas Beach & Golf Resort*

## About Orange 142

We have extensive experience working with travel and hospitality brands, delivering everything from full website launches to integrated campaigns across web, mobile, CTV, social media, and influencer marketing. Our work helps destinations and resorts attract the right audience, inspire them to visit, and convert interest into bookings.

Orange 142 is a digital marketing and advertising agency offering solutions in media campaigns, marketing services, website development, and marketing enablement. We combine creative strategy with data-driven execution, ensuring every initiative is measurable, optimized, and aligned with our clients' goals.

Learn more about how we work with [Travel & Tourism](#) brands.

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