

COVE POCONO RESORTS CASE STUDY

# Cove Pocono Resorts Increases Direct Bookings using Amadeus Digital Media, SEO, and Email Marketing

## Setting the scene

[Cove Pocono Resorts](#) is a premier destination for couples, offering two distinctive hotels that cater to romantic and personalized experiences. Situated against the scenic backdrop of the Pocono Mountains and the tranquil setting of private Lake Eden, these resorts feature forested peaks, lakes, and valleys in Pennsylvania, United States.

## The Challenge

Following the sale of one of its premier properties in May—a property that had consistently attracted a high number of loyal repeat guests—Cove Pocono Resorts set out to achieve two strategic objectives. First, it sought to retain these loyal guests by encouraging them to explore the remaining two properties. Second, Cove Pocono aimed to boost brand visibility by **leveraging the peak summer season to reach new guests and strengthen their market position**. The goal was to ensure that Cove Pocono’s distinctive romantic getaways would remain top-of-mind for both returning and new travelers seeking unforgettable escapes.



## The Solution

To achieve these objectives, Cove Pocono Resorts teamed up with Amadeus’ Media team to develop a robust, multi-channel marketing strategy combining Guest Management Solutions (GMS), digital media, and SEO.

Together, Cove Pocono Resorts and Amadeus set out a clear, cohesive plan. They selected two key promotional offers to showcase across all channels, **using GMS to leverage guest data and deliver personalized email communications**. Consistent, unified visuals and messaging were crafted to ensure a seamless experience for audiences. Additionally, **landing pages were optimized to provide a user-friendly experience that encouraged conversions**. Finally, a campaign timeline was established, marking key dates to launch, track, and evaluate the campaign’s progress.

### **Once launched, the campaign utilized:**

- **Email marketing through Amadeus’ GMS** to reach both past guests and potential new audiences.
- **Digital media ads on Google and social platforms like Instagram and Facebook** to drive visibility and connect with prospective customers.
- **SEO enhancements to boost organic search rankings** and draw in new website visitors.

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This structured, multi-channel approach helped Cove Pocono Resorts achieve its goals of attracting new guests and solidifying its brand in the market.

**Discover** [effective marketing strategies](#) to attract more guests at a higher ADR during peak season.

## Results

**The post-campaign analysis drew insights from email marketing GMS data, digital ad performance on Google and social media, iHotelier booking metrics, and web traffic analytics. Key outcomes included:**

- **A 12% increase in direct bookings 2024 vs 2023** on Cove Pocono Resorts' website.
- **A 16% growth in brand searches year-over-year**, reflecting a stronger brand presence and enhanced engagement across both digital and organic channels.

“Partnering with Amadeus has been a game-changer for Cove Pocono Resorts. Their multi-channel strategy, which included **SEO, Digital Media, and GMS, significantly boosted our brand awareness and direct bookings**. This approach was particularly effective in driving high engagement and conversions. We are thrilled with the results and look forward to continuing our collaboration.”

**Eric Lansberry,**  
Regional Director of Sales and Marketing, Cove Pocono Resorts



“Working with Cove Pocono Resorts allowed us to leverage our proprietary **multi-channel approach tailored to the strength of its brand. By aligning our GMS, digital media, and SEO, we created a unified strategy** that resonated with the properties' audience and met their goals for brand growth and direct bookings. This campaign is a great example of how Amadeus solutions and expertise can elevate a brand's reach and impact.”

**Scott Falconer,**  
Executive Vice President, Media Solutions, Hospitality, Amadeus



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