

# Aurora Cove Retreat- Short-Term Rental Marketing Plan

## Overview



Breathe. Work. Reconnect.

## Aurora Cove | Waterfront Sauna Hideaway for Couples, Creatives & Pets

**Renovated and market-ready value: \$480 000 USD**

**Location:** Lake Harmony, Pocono Mountains, PA

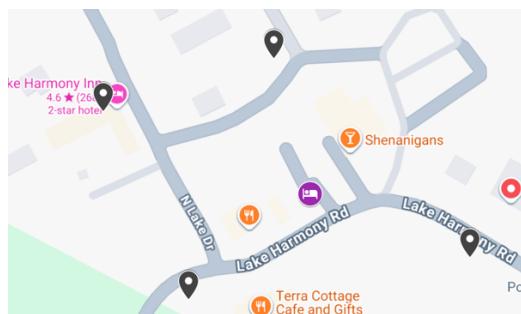


Figure 1-Aurora Cove Retreat (purple) and nearby competitor (grey) STRs around Lake Harmony

## I. Company & Business Description

### Company Purpose

**Aurora Cove Retreat LLC** develops premier short-term rentals that integrate superior design, environmental sustainability, and profound emotional comfort. We are committed to curating immersive, pet-friendly stays that deeply connect guests with nature while simultaneously ensuring robust financial returns. Our specialty lies in crafting retreats that tell powerful stories; these are spaces where light, texture, and the surrounding landscape actively evoke both calm and creativity.

### Mission:

To craft extraordinary vacation homes that awaken the senses and inspire belonging. Every Aurora Cove stay is designed to immerse guests in nature's quiet luxury, where thoughtful architecture, comfort, and emotion converge to create experiences that linger long after checkout.

### Vision:

To position *Aurora Cove* as the Northeast's most trusted eco-luxury hospitality brand, celebrated for sustainable design, emotional depth, and elevated short-term rentals that redefine how people experience place and purpose.

## II. Products and Services Line

This section outlines Aurora Cove Retreat's design identity, offerings, and physical context within the Lake Harmony region.

- **Lake Harmony, Pocono Mountains, Pennsylvania.**
- **\$480 000 (after renovation and furnishing).**

Aurora Cove Retreat is envisioned as a design-forward, nature-immersed cabin inspired by Nordic minimalism and emotional simplicity.



Figure 2- Interior design vision with panoramic lake view framed by natural wood architecture and soft neutral tones.

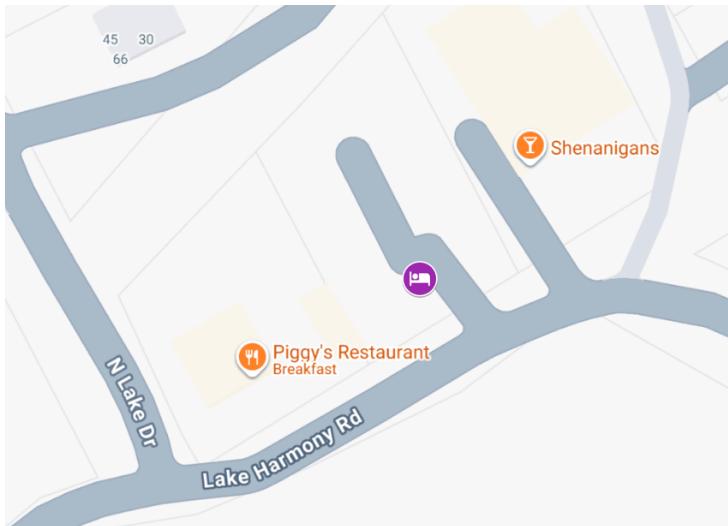


Figure 3- Aurora Cove Retreat's site location within the Lake Harmony waterfront zone

### Product Offering(s)

Aurora Cove Retreat is a modern-rustic-two-bedroom cabin designed for couples, small families, and pet owners seeking stillness without compromise. Inspired by Scandinavian simplicity and natural charm, the cabin features light, airy interiors accented with warm wood finishes, panoramic glass windows, and organic materials that reflect the surrounding forest and lake.

The retreat offers a collection of amenities curated to elevate comfort and connection: a private sauna overlooking the lake, an outdoor jacuzzi framed by trees, and a fire pit perfect for evening gatherings. The secure, pet-friendly yard allows guests to travel freely with their friends and families while open-concept lounge flows seamlessly into the outdoors, filling the space with light scent and sound from nature.

Planned renovations include an expanded deck made with eco-treated wood, smart climate control systems for year-round comfort, and locally crafted furniture that strengthens the brand's sustainable, nature-focused identity. Aurora Cove embodies the art of slow living, a space where design, emotion, and environment exist in effortless balance.

## **Service Offerings**

Aurora Cove Retreat enhances each guest stay with thoughtful, experience-driven services designed to deepen comfort and convenience while maintaining a personal, home-like atmosphere.

### **1. End-of-Stay Housekeeping**

A full professional cleaning service is included after every visit to ensure consistency, hygiene, and readiness for the next guest. This aligns with Airbnb's "Enhanced Cleaning" standard and sustains the property's luxury image.

### **2. Pet-Care Package**

Aurora Cove is proudly pet friendly. Guests can pre-book a Pet-Care Package featuring eco-friendly toys, organic treats, and a washable pet blanket, offering peace of mind for travelers with pets.

### **3. Local Experience Partnerships**

Collaborations with local guides and artisans offer add-on experiences such as forest walks, yoga-by-the-lake sessions, and seasonal bonfire evenings. These curated activities help guests connect with the natural surroundings while supporting the local economy.

### **4. Mid-Stay Cleaning**

For long-term guests or digital nomads, mid-stay housekeeping can be requested for an additional fee. This service encourages longer bookings while ensuring continued guest satisfaction.

### **5. Concierge and Essentials Delivery**

Guests may request grocery delivery, firewood bundles, or breakfast baskets before arrival. This small-scale concierge service enhances comfort while creating a sense of personalized hospitality.

## **Pricing Model**

Aurora Cove Retreat's pricing is based on AirDNA 2025 data for Lake Harmony (PA) and adjusted for its premium amenities and design. Rates follow a seasonal demand strategy that maximizes occupancy while maintaining a luxury brand image.

## Key Pricing Highlights

- **Average Daily Rate (ADR):**  $\approx \$525$  — positioned just below the 90th-percentile luxury range ( $\$518 - \$647$  ADR for 4–5 bed units).
- **Target Occupancy:**  $\sim 75 - 80\%$ , aligning with Lake Harmony's high-performing submarket.
- **Projected Annual Revenue:**  $\approx \$95\,000 - \$105\,000$  based on AirDNA RevPAR trends ( $\$212$  per night average).
- **Pricing Differentiators:** sauna (+ \$38 k revenue lift), hot tub (+ \$30 k), and lake access (> 60 % market demand).
- **Dynamic Adjustments:** Rates reviewed quarterly via AirDNA and competitor analysis to maintain top-quartile performance.

## Seasonal Pricing Structure

(based on ADR averages and occupancy projections)

Season	ADR	Target occupancy	Revenue estimate
Winter (Dec-Feb)	\$480	70%	\$10000
Spring (Mar-May)	\$510	65%	\$11000
Summer (Jun-Aug)	\$580	85%	\$12000
Fall (Sep-Nov)	\$540	80%	\$18000
<b>Annual Total</b>	<b><math>\approx \\$525</math> ADR</b>	<b>75% Occ.</b>	<b><math>\approx \\$100000</math> Revenue Projection</b>

(Sources: AirDNA MarketMinder 2025; Chalet Investor Guide; Buzzsprout Market Data Report 2025.)

## Add-On Service Fees

- **Cleaning Fee:** \$150 per booking (eco-cleaning standard)

- **Pet Fee:** \$50 per stay (includes Pet Care Kit)
- **Mid-Stay Cleaning:** \$90 (optional for 7 + nights)
- **Firewood / Breakfast Bundles:** \$25 each
- **Yoga or Forest Walk Add-On:** \$35 – \$50 per guest

## Pricing Rationale

- Seasonal peaks (summer/fall) capture dual-season tourism demand with lake activities and ski travel.
- Pricing leverages amenity-based premium positioning while keeping accessibility for small groups and families.
- Dynamic pricing maintains top 10 % market ranking with consistent positive cash flow.
- Quarterly review model ensures rates reflect AirDNA KPIs (ADR, RevPAR, occupancy trends).

### III. Market Analysis

#### Target Market:

Aurora Cove Retreat is in Lake Harmony, Pocono Mountains, Pennsylvania, one of the most active short-term rentals (STR) regions in the Northeast. Its proximity to Philadelphia (two hours) and New York City (two and a half hours) positions it as a prime destination for both weekend and extended stays. The property appeals to urban professionals seeking a scenic and peaceful retreat that blends modern comfort with natural surroundings.

According to AirDNA Market Minder (2025), the Pocono Mountains region maintains an average daily rate (ADR) of \$220, with an annual occupancy of 77 percent and a revenue potential of approximately \$62,000 per property. This consistency reflects strong traveler demand and steady year-round utilization supported by seasonal attractions such as ski resorts in winter, lakes and hiking trails in summer, and fall foliage tourism in autumn.

From an investment standpoint, Realtor.com (2025) reports an average home price appreciation of 5.2 percent year-over-year in Monroe County, signaling continued growth in vacation home values. The combination of strong STR performance and long-term capital appreciation makes Lake Harmony one of the most compelling secondary-home markets in Pennsylvania.

#### Demographic Insights

- **Age Range:** 25–45 (majority of Airbnb travelers in the region)
- **Income Bracket:** \$70,000–\$150,000 annual household income
- **Location:** Primarily urban residents from Philadelphia, New York City, and New Jersey
- **Lifestyle:** Digital professionals, pet owners, nature enthusiasts, and design-conscious travelers seeking wellness-oriented getaways

#### Psychographic Insights

Aurora Cove Retreat attracts guests who value emotional recharge, aesthetic surroundings, and authentic experiences. These travelers seek curated stays that offer privacy, beauty, and a connection to nature rather than standardized hotel experiences. The retreat aligns with these preferences through its modern-rustic design, tranquil lake views, and commitment to sustainability and pet-friendly living.

### Buyer Personas:

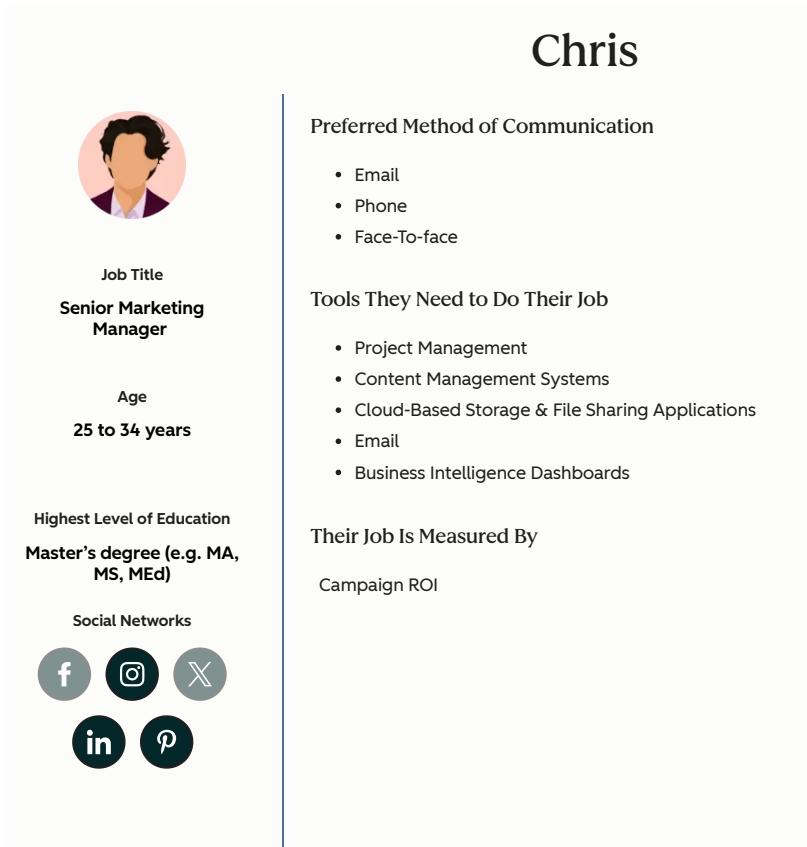


Figure 4- "Chris," representing Aurora Cove's Urban Escapist guest segment

### Persona 1: Chris – The Urban Escapist (Off-Season Guest)

#### Profile:

Chris is a 25 to 34-year-old professional in marketing or technology, based in New York City or Philadelphia. He represents a growing demographic of young urban travelers who value balance, design, and purposeful short escapes that restore energy and creativity.

**Motivation:**

Chris seeks short, design-forward weekend trips during the warmer months when the intensity of city life feels overwhelming. He values privacy, aesthetic harmony, and experiences that offer both relaxation and convenience. His goal is to unwind without feeling completely disconnected from work or social life.

**Why Aurora Cove Appeals:**

Aurora Cove's Scandinavian-inspired interiors, private sauna, and lakefront deck provide the refined yet relaxed environment that appeals to Chris. The property's pet-friendly features enhance his sense of spontaneity and freedom, allowing for effortless summer getaways that feel both authentic and elevated.

**Season:**

Summer and fall (June to November) serve as Aurora Cove's off-season for extended stays but remain highly profitable for short-term weekend travelers seeking nearby nature escapes.

**Marketing Approach:**

Leverage visually driven Instagram and Pinterest campaigns centered around "Weekend Reset" themes featuring lakefront moments, cozy firepit gatherings, and nature walks. Collaborate with lifestyle micro-influencers and use Airbnb Plus placement to attract design-conscious travelers seeking an accessible luxury retreat.

**Market Insight:**

AirDNA (2025) reports that weekend stays and short local getaways in the Poconos have increased by 18 percent year over year, primarily driven by young professionals seeking quick, scenic escapes that balance comfort, design, and convenience.

# Riley



**Job Title**  
**Lead Software Engineer**

**Age**  
**35 to 44 years**

**Highest Level of Education**  
**Bachelor's degree (e.g. BA, BS)**

**Social Networks**

**Preferred Method of Communication**

- Email
- Text Messaging
- Phone

**Tools They Need to Do Their Job**

- Project Management
- Email
- Cloud-Based Storage & File Sharing Applications
- Business Intelligence Dashboards

**Job Responsibilities**

Conducting competitive analysis and synthesizing user research. Facilitating communication between engineering, design, and marketing teams.

**Their Job Is Measured By**

Product adoption and usage rates, Code deployment efficiency, Team velocity, Project milestone completion.

Figure 5- "Riley," representing the Remote Nomad segment targeted during off-season months

## Persona 2: Riley – The Remote Nomad (Peak Season Guest)

### Profile:

Riley is a 35-year-old lead software engineer in the technology industry who values flexibility, focus, and wellness-centered environments. She represents a growing wave of remote professionals who blend work and travel, seeking freedom of movement and meaningful experiences that promote mental clarity and balance.

### Motivation:

Riley looks for destinations that allow her to remain productive while finding rest during the winter months when her workload peaks. She values high-speed connectivity, ergonomic comfort, and tranquil, design-led spaces that enhance focus while providing a sense of calm and renewal.

### Why Aurora Cove Appeals:

Aurora Cove's open-concept lounge with an ergonomic workspace, strong Wi-Fi, and smart climate-control systems creates an ideal work-from-nature environment during the Poconos' scenic snow season. The private sauna, lakefront views, and Nordic-inspired interiors offer a peaceful atmosphere that nurtures balance, creativity, and well-being, providing a restorative contrast to her structured corporate routine.

#### **Season:**

Winter and spring (December to May) mark the prime travel period for remote workers and digital nomads seeking extended, comfortable stays during colder months.

#### **Marketing Approach:**

Promote extended-stay packages through LinkedIn, digital-nomad networks, and Airbnb's monthly rental programs. Partner with wellness and productivity influencers to position Aurora Cove as a restorative work-from-nature destination. Use cozy, warm imagery that emphasizes serenity, focus, and mindful living.

#### **Market Insight:**

According to AirDNA (2025), longer winter stays by remote professionals now contribute more than 25 percent of annual short-term rental revenue in the Poconos, highlighting the expanding value of hybrid travel models that combine work and leisure.

### **Seasonal Persona Variation Plan**

#### **Peak Season (Winter–Spring):**

Center marketing efforts on Remote Nomads like Riley through extended-stay discounts, productivity-oriented packages, and cozy seasonal visuals that highlight warmth, focus, and serenity. Emphasize Aurora Cove as an inspiring work-from-nature destination where guests can maintain productivity while experiencing comfort and calm.

#### **Off-Season (Summer–Fall):**

Target Urban Escapists like Chris with weekend getaway promotions, outdoor experiences, and "Mini-Retreat" campaigns featuring scenic drives, al fresco dining, and lakeside relaxation. Position Aurora Cove as the perfect short-distance escape for design-conscious professionals seeking renewal and balance.

**Result:**

This seasonal strategy ensures year-round occupancy and consistent revenue through distinct yet complementary guest experiences. Winter months emphasize professional tranquility and focus, while summer promotes creativity, leisure, and revitalization.

**Location Analysis:**

Aurora Cove Retreat is strategically located in Lake Harmony, Pocono Mountains, Pennsylvania, a region that combines accessibility, natural beauty, and strong tourism demand. Situated approximately two hours from both New York City and Philadelphia, it lies within the high-performing “drive-to destination” market segment identified by AirDNA (2025) as one of the most resilient and profitable in the Northeastern United States.

The Poconos’ year-round appeal aligns perfectly with Aurora Cove’s business model. Summer and fall attract visitors for hiking, kayaking, and scenic foliage, while winter and spring bring steady bookings from ski enthusiasts, wellness travelers, and remote professionals seeking peaceful cabin stays. Surrounded by lakes, pine forests, and panoramic mountain views, Aurora Cove offers an authentic escape-to-nature experience that urban guests consistently seek.

From an investment standpoint, Realtor.org (2025) reports an annual property appreciation rate of 5 to 6 percent in Monroe and Carbon Counties, supported by stable tourism growth and limited waterfront property availability. This combination ensures both short-term rental profitability and long-term asset appreciation.

Lake Harmony’s short-term rental-friendly zoning policies and established hospitality infrastructure, including reliable cleaning services, local artisans, and tourism partners, simplify operations and support consistent quality.

By combining accessibility, scenic exclusivity, and sustainable market growth, Aurora Cove’s location serves as both a financial advantage and a brand cornerstone. It provides guests with the serenity of isolation while remaining within easy reach of major urban centers.

## Competitor Analysis

The Pocono Mountains short-term rental (STR) market remains both competitive and stable, supported by steady year-round tourism and strong urban demand from Philadelphia and New York City. According to AirDNA (2025), the region features more than 6,500 active listings, an average occupancy rate of 77 percent, and an average daily rate (ADR) of \$220. Properties that succeed in this landscape distinguish themselves through thoughtful design, premium amenities, and consistent guest service. These differentiators position Aurora Cove Retreat as a standout performer within a saturated yet resilient market.

To assess Aurora Cove's positioning, three comparable STRs were analyzed: Woodland Escape Cabin, Forest Edge Lodge, and Birch Haven Getaway. Each represents a leading competitor in similar price range, location, and target audience, providing insight into the region's performance standards and design expectations.

## SWOT Summary

### **Strengths:**

Aurora Cove Retreat stands out through its distinctive Scandinavian-inspired design, premium amenities such as a private sauna and jacuzzi, and a strong pet-friendly and eco-conscious brand identity. Its marketing emphasizes emotional storytelling and design authenticity, creating a memorable guest experience that differentiates it from conventional STR offerings.

### **Weaknesses:**

As a new market entrant, Aurora Cove must overcome limited brand recognition and an initial shortage of guest reviews. Strategic partnerships, influencer collaborations, and exceptional early guest experiences will be essential to build credibility and accelerate awareness.

### **Opportunities:**

Growing demand for design-led vacation homes and remote-work getaways positions Aurora Cove to capture a unique niche. Expanding winter-long stay packages, promoting sustainability, and leveraging visual marketing across digital platforms can strengthen its market presence and drive consistent year-round bookings.

### **Threats:**

Potential short-term rental regulation changes, weather-related disruptions, and competition from established hosts with strong customer loyalty may pose operational and revenue risks. Continuous adaptation, brand differentiation, and superior guest service will be key to maintaining a competitive edge.

Competitor name	Comparative strength(s)	Comparative weakness(es)	Opportunities
Woodland Escape Cabin	Established brand; strong Airbnb reviews; large outdoor deck with firepit	No sauna, no pet policy, dated interiors	Differentiate via modern design and pet-friendly amenities
Forest Edge Lodge	Waterfront access and year-round bookings	Older property with inconsistent maintenance; lacks design cohesion	Highlight Aurora Cove's sustainable renovation and aesthetic appeal
Birch Haven Getaway	Luxury branding; premium interiors; consistent 4.9-star rating	Higher nightly rates limit accessibility; not optimized for remote work	Attract mid-range guests seeking luxury without premium pricing
Lake Harmony Inn	Central location; on-site dining; family-friendly amenities; established reputation	Dated interiors; limited luxury amenities; minimal focus on wellness; lower upscale appeal	Introduce experiential wellness stays; attract eco-conscious travelers; build premium brand partnerships; position as Lake Harmony's modern design leader.

## Competitive Insights

Aurora Cove's competitive advantage lies in its emotional brand identity, which integrates luxury, tranquility, and a strong connection with nature. While many Poconos competitors rely on traditional log-cabin aesthetics, Aurora Cove distinguishes itself as a design-forward eco-retreat that appeals to both weekend travelers and long-stay professionals.

By emphasizing experience-based differentiation rather than price competition, Aurora Cove can cultivate a loyal segment of design-conscious and pet-friendly guests, a market niche that remains underrepresented in the regional STR landscape.

Although the market faces tightening short-term rental regulations in Monroe County, unpredictable weather patterns, and operational dependencies on third-party housekeeping, Aurora Cove's eco-conscious branding and flexible management structure provide resilience against these challenges. Its sustainability-oriented positioning and adaptable operations enhance both brand credibility and long-term stability.

Ultimately, while competitors focus on features, Aurora Cove delivers an experience centered on renewal, mindfulness, and modern comfort. This approach aligns with the expanding "wellness travel" movement identified by AirDNA and VisitPoconos (2025), positioning the retreat at the intersection of design innovation, emotional connection, and sustainable growth.

## IV. Marketing Plan

### Top 3 Attributes of your Property:

#### 1. Scandinavian-Inspired Design and Architecture

Aurora Cove harmonizes minimalist Nordic aesthetics with rustic sophistication. Clean lines, natural wood finishes, and expansive glass panels create a seamless dialogue between the interior and the surrounding landscape. The result is a tranquil yet luxurious atmosphere that captivates design-oriented travelers seeking visual harmony and comfort.

#### 2. Wellness-Centered Experience

The private sauna, outdoor jacuzzi, and lake-view firepit elevate each stay into a restorative retreat. Guests are encouraged to slow down, unwind, and reconnect with nature, reflecting the rising global demand for wellness-focused travel highlighted by AirDNA (2025). Aurora Cove transforms ordinary visits into immersive, rejuvenating experiences.

#### 3. Pet-Friendly and Eco-Conscious Hospitality

With a commitment to inclusivity and sustainability, Aurora Cove welcomes pets and integrates eco-treated materials, energy-efficient systems, and locally sourced furnishings. This dual focus on environmental responsibility and guest comfort aligns with two of the fastest-growing priorities in the short-term rental market: sustainability and emotional connection.

### Positioning Strategy

Aurora Cove Retreat is positioned as a premium yet personal nature escape that blends the sophistication of a boutique hotel with the warmth and authenticity of a home. Unlike traditional cabins that rely on location appeal, Aurora Cove offers an experience centered on emotional renewal, where space, light, and nature converge to create quiet luxury and connection.

### Addressing Buyer Personas

For Riley (the Remote Nomad), Aurora Cove resolves the challenge of balancing productivity and rest. High-speed Wi-Fi, ergonomic workspaces, and climate-controlled interiors make remote work in nature both practical and restorative throughout the year.

For Chris (the Urban Escapist), Aurora Cove fulfills the desire for visual calm, privacy, and effortless access to nature. Its design-forward aesthetic, pet-friendly environment, and proximity to Philadelphia and New York City make it ideal for spontaneous weekend retreats that restore balance and clarity.

### **Digital Strategy and Web Presence**

Aurora Cove's digital presence will focus on immersive storytelling and visual impact. The website will feature cinematic imagery, interactive 360-degree tours, and message-driven content built around the theme "Breathe. Work. Reconnect." SEO-optimized pages targeting keywords such as luxury Pocono cabins, wellness retreats near NYC, and remote-work getaways Pennsylvania will drive organic reach and strengthen search visibility. Integrated booking systems and live social-proof elements, including Airbnb reviews and curated Instagram visuals, will enhance trust and conversion.

Aurora Cove's positioning combines emotional storytelling with tangible design and service excellence. By uniting aesthetic luxury with grounded simplicity, it captures a refined niche within the Pocono short-term rental market, appealing to travelers who seek beauty, balance, and a sense of belonging.

## Web Assets



Figure 6- Aurora Cove Retreat

This image captures the essence of Aurora Cove's emotional and aesthetic identity. The golden-hour light, gentle steam from the jacuzzi, and expansive glass façade evoke tranquility, warmth, and understated sophistication. It communicates the retreat's promise of balance between nature and design, appealing to both remote professionals and wellness-driven travelers. Unlike competitors, this photo conveys serenity through visual restraint, positioning Aurora Cove as a haven of quiet luxury rather than simple accommodation.

## **Comparison to Competitors**

- Woodland Escape Cabin: Feels enclosed and traditional, lacking modern appeal and visual openness.
- Birch Haven Getaway: Caters to large groups and social gatherings, not intimate or restorative travel.

- Forest Edge Lodge: Offers a scenic setting but lacks cohesive design and balanced lighting.
- Lake Harmony Inn: Bright yet cluttered, emphasizing activity over relaxation and calm.

Aurora Cove's imagery immediately signals refinement and wellness. Its visual composition blends elegance with authenticity, establishing a clear competitive advantage in design and emotional impact across all search listings.

**Property Headline:**

Aurora Cove Retreat | Scandinavian Lakefront Cabin with Sauna and Jacuzzi

**Property Description:**

Nestled along the peaceful shores of Lake Harmony, Aurora Cove Retreat offers a rare blend of modern design and natural calm. Floor-to-ceiling glass windows frame golden sunsets over the water, while the scent of pine drifts through warm wooden interiors. Each detail has been curated to create an atmosphere of effortless comfort and quiet luxury. Guests can sip coffee by the fire as morning light dances on the lake, then unwind in the private sauna or outdoor jacuzzi beneath the stars. The pet-friendly deck and lakeside firepit invite relaxation, connection, and a sense of belonging.

Whether visiting for inspiration, rest, or remote work, Aurora Cove adapts to every guest's rhythm. The high-speed Wi-Fi, ergonomic seating, and panoramic views make it ideal for professionals seeking focus, while couples and families find the perfect weekend escape surrounded by water, trees, and warmth. Evenings are filled with soft light, shared laughter, and the glow of cabin lights reflected across the lake. More than a stay, Aurora Cove Retreat is an experience that restores balance between work and wonder, offering guests a place to breathe, recharge, and feel truly at peace.

Competitor's lead photos:

1) Woodland Escape Cabin



Figure 7- Woodland Escape Cabin

While the setting feels serene, the overall composition lacks distinction. The cabin appears enclosed by heavy foliage, which limits natural light and visual openness. The muted tones and absence of defined architectural lines give it a dated, generic appearance rather than a design-led identity. In contrast, Aurora Cove's glass architecture and golden-hour lighting communicate warmth, sophistication, and intentional design.

## 2) Forest edge Lodge



*Figure 8- Forest Edge Lodge*

The waterfront location offers potential, but the photo underutilizes the scenic advantage. The lighting appears flat and gray, and the property design feels fragmented without a clear visual focal point. The structure blends into the background rather than standing out as a feature. Aurora Cove's imagery, by comparison, captures balance between landscape and architecture, using natural light to evoke calm and cohesion.

### 3) Birch Haven Getaway



*Figure 9- Birch Haven Getaway*

Among the competitors, Birch Haven Getaway presents the strongest visual composition through its warm lighting and inviting outdoor space. However, its focus on social gathering areas overshadows the qualities of tranquility and design coherence that define premium short-term rentals. The setting feels cluttered and lacks a distinct narrative or emotional tone. The color palette and furnishings lean toward practicality rather than elegance. Aurora Cove distinguishes itself through visual balance, storytelling, and emotional refinement, where every frame communicates calm, comfort, and modern sophistication.

#### 4) Lake Harmony Inn



Figure 10- Lake Harmony Inn

The image conveys brightness and energy, yet the heavy lighting and busy exterior detract from a sense of calm or exclusivity. The style leans toward conventional hospitality rather than boutique retreat living. Aurora Cove's lead image instead embodies minimalist elegance, showcasing a lakefront setting that feels intentional, balanced, and emotionally engaging.

#### Acquisition Channels

Aurora Cove Retreat's customer acquisition strategy integrates digital storytelling, strategic partnerships, and experiential marketing to attract travelers seeking mindful escapes and design-forward accommodations. Each channel reinforces the brand's core values of simplicity, serenity, and sustainability.

#### 1. Website and SEO Optimization

The Aurora Cove website serves as the central platform for discovery and booking. It features immersive visuals, 360-degree virtual tours, and narrative-driven copy that brings the guest experience to life. Search Engine Optimization (SEO) efforts will target high-intent keywords such as Scandinavian cabin Pennsylvania, wellness lakefront retreat, and remote work cabin Pocono Mountains. Blog content focusing on sustainable

travel, design inspiration, and mindfulness will strengthen organic visibility and establish brand authority.

## **2. Social Media and Influencer Collaborations**

Instagram, Pinterest, and YouTube will highlight Aurora Cove's aesthetic identity through slow-living reels, lakefront sunrise clips, and interior mood visuals. Collaborations with micro-influencers in travel, design, and wellness will enhance authentic engagement. Paid campaigns during the winter season will focus on long-stay professionals and couples seeking cozy, high-end retreats.

## **3. Airbnb and Direct Booking Platforms**

Airbnb will continue as the primary conversion channel, utilizing Airbnb Plus and Work-Friendly Stay classifications to increase visibility in premium search results. At the same time, Aurora Cove's official website will offer direct booking options with loyalty incentives and personalized communication, reducing dependence on third-party commissions.

## **4. Co-Marketing and Local Partnerships**

Collaborations with local artisans, yoga instructors, and eco-conscious brands will create bundled "Wellness Weekends" and "Work-from-Nature" experiences. Joint marketing with coffee roasters and pet-friendly stores in Philadelphia and New York City will enhance awareness and reinforce Aurora Cove's brand authenticity.

## **5. Print and Experiential Marketing**

Selective print materials will appear in boutique cafés, coworking spaces, and design studios across metropolitan hubs. Each piece will include QR codes directing potential guests to Aurora Cove's website and social media, blending tactile discovery with digital immersion.

### **Priority for 2025:**

Focus on expanding organic SEO visibility and increasing social media engagement to drive a 30 percent rise in direct bookings while gradually reducing reliance on third-party platforms.

## V. Sales Plan

### Sales Methodology

Aurora Cove Retreat follows a relationship-driven sales methodology centered on personalization, responsiveness, and authenticity. New leads are generated through the official website, Airbnb inquiries, and social media engagement. Each inquiry receives a tailored response within a 12-hour service-level agreement (SLA), ensuring a warm, boutique-level interaction that reflects the brand's commitment to genuine hospitality.

Prospecting efforts target high-intent digital audiences seeking premium Pocono cabins, wellness-oriented getaways, and remote-work retreats. These are supported by precision retargeting campaigns and curated email outreach designed to nurture interest and convert awareness into bookings. Aurora Cove's approach prioritizes emotional connection over price competition, recognizing that its guests are motivated by experience, atmosphere, and trust rather than cost alone. This strategy strengthens long-term relationships, enhances brand loyalty, and elevates the overall guest journey from first inquiry to post-stay engagement.

### Sales Organization Structure

Aurora Cove Retreat operates under a lean, hybrid structure where marketing and sales collaborate seamlessly to transform brand storytelling into measurable bookings. This structure ensures efficiency, agility, and consistent alignment between guest experience and business performance.

#### **Founder / Owner-Operator (Sejal Dalal):**

Oversees pricing strategy, guest relations, and long-term brand development. Leads overall creative direction and ensures alignment with Aurora Cove's vision of modern design and mindful hospitality.

**Marketing Coordinator (Part-Time / Remote):**

Manages SEO, social media content, influencer collaborations, and lead tracking. Analyzes campaign data to refine digital strategy and sustain brand visibility across high-intent platforms.

**Guest Experience Associate (Contract):**

Handles guest inquiries, manages onboarding, and coordinates with cleaning and maintenance teams to uphold Aurora Cove's quality standards and service consistency.

Marketing drives awareness through visual storytelling and digital engagement, while sales convert these interactions into confirmed stays through timely, empathetic communication and curated upselling of experience packages such as private sauna sessions, wellness add-ons, and extended-stay discounts. Regular cross-functional reviews ensure that marketing analytics directly inform pricing decisions, occupancy goals, and seasonal promotions.

**Sales Channels**

Aurora Cove Retreat will implement a multi-channel sales strategy that balances third-party visibility with the profitability of direct bookings. This approach ensures both reach and brand autonomy while optimizing guest experience and financial performance.

**Airbnb Plus and Booking.com:**

These platforms will serve as primary discovery channels, providing broad market exposure and verified-listing credibility. Their established trust with travelers will support early-stage brand awareness and consistent occupancy levels.

**Direct Website Bookings:**

Aurora Cove's website will feature loyalty-based discounts and curated stay packages designed to encourage repeat visits and reduce reliance on third-party platforms. Personalized communication and exclusive offers will strengthen guest relationships and build long-term loyalty.

### **Social Media Conversions:**

Instagram and Pinterest will function as visual conversion channels. High-quality imagery and video storytelling will guide viewers directly to the booking page through integrated “Book Now” links and QR codes, converting engagement into measurable sales.

### **Local Partnerships:**

Collaborations with nearby cafés, yoga studios, and tour operators will create co-branded stay packages that emphasize wellness, community, and authentic local experiences. These partnerships will expand Aurora Cove’s reach through genuine referral networks.

Aurora Cove will self-manage all guest communications and digital marketing while outsourcing cleaning and maintenance to trusted local providers. This hybrid structure maintains operational efficiency, safeguards brand integrity, and sustains profitability margins of 25 to 30 percent compared to full-service management companies.

Together, these channels create a cohesive system that keeps Aurora Cove personal, data-driven, and profitable, combining technological precision with authentic human hospitality.

## **VI. Legal Notes**

### **Legal Structure**

Aurora Cove Retreat will operate as a Limited Liability Company (LLC) registered in the state of Pennsylvania. This structure provides ownership flexibility, safeguards personal assets from business liabilities, and offers tax efficiencies suited to small-scale hospitality ventures. The LLC model also supports future partnerships and investment opportunities while maintaining streamlined decision-making authority. Operating as an LLC ensures professional credibility and long-term scalability, allowing Aurora Cove to grow while preserving its independent, design-focused identity.

### **Legal Considerations**

Aurora Cove Retreat will adhere to all local, state, and federal regulations governing short-term rental (STR) operations in Lake Harmony, Carbon County, Pennsylvania. The following compliance measures have been completed or are currently in progress:

#### **1. Business Registration and Zoning Compliance**

- Registered with the Pennsylvania Department of State under the name Aurora Cove Retreat LLC.
- Verified zoning approval under Carbon County STR ordinances, confirming eligibility for vacation rental operations.
- Local Use and Occupancy Permit to be obtained prior to the official launch of operations.

#### **2. Taxation and Licensing**

- Registered for Sales and Occupancy Tax (Hotel Tax) with the Pennsylvania Department of Revenue.

- Integrated with Airbnb's automated tax remittance system to ensure accurate compliance and simplified reporting.

### **3. Insurance and Liability Coverage**

- Comprehensive Short-Term Rental Insurance policy covering property damage, liability, and guest injury through a hybrid plan combining Allstate HostAdvantage and SafelyStay coverage.
- Worker's compensation insurance provided for contracted cleaning and maintenance staff.

### **4. Health, Safety, and Environmental Standards**

- Installation of smoke detectors, carbon monoxide alarms, and fire extinguishers in accordance with Pennsylvania STR fire safety codes.
- Routine inspections scheduled for water quality and HVAC safety.
- Commitment to sustainable operations, including environmentally responsible waste management and eco-certified cleaning products.

### **5. Guest and Data Protection Policies**

- Full compliance with Airbnb and federal data privacy standards to ensure secure handling of guest information.
- Standardized rental agreements outlining check-in procedures, damage policies, and pet regulations for transparent communication and trust.
- Through proactive compliance and risk management, Aurora Cove upholds the highest standards of safety, responsibility, and operational integrity, ensuring guests enjoy a seamless and secure stay experience grounded in sustainability and trust.

# Financial Considerations

## Startup Costs

Launching Aurora Cove Retreat requires a thoughtful balance between design-driven investment and operational efficiency, ensuring every dollar contributes to long-term value, guest experience, and brand distinction.

Item	Description	Estimated Cost (USD)
Property purchase	Lakefront cabin in Lake Harmony, Pennsylvania	\$460000
Renovation & interior design	Scandinavian-style remodeling, eco-treated wood decking, custom furniture	\$90000
Outdoor amenities	Jacuzzi, firepit, lounge deck, pet-friendly fencing	\$25000
Technology & smart systems	Smart thermostats, Wi-Fi mesh, security & booking automation	\$8000
Licensing & legal	Business registration, permits, insurance, professional fees	\$6500
Marketing & branding	Website, photography, SEO, logo, and initial social media campaigns	\$5500
Furnishings & decor	Minimalist furniture, organic linens, cookware, local art pieces	\$12000

**Total Startup Cost:** ≈ \$607,000

**Sales Forecasts** (Based on AirDNA 2025 Metrics – Lake Harmony, Pennsylvania)

- **Occupancy Rate:** 68–72 percent annually
- **Average Daily Rate (ADR):** \$410 per night (AirDNA 2025, luxury-tier listings)
- **Projected Nights Booked (Year 1):** Approximately 260 nights

#### **Year 1 Revenue Projection:**

$\$410 \times 260 = \$106,600$  (Gross Revenue)

After accounting for Airbnb service fees (3 percent), professional cleaning, and local occupancy taxes (approximately 12 percent), the Net Operating Revenue is estimated at \$91,000 annually.

Aurora Cove's focus on the premium wellness and design-led niche enables it to achieve higher-than-average performance within the Poconos short-term rental market. Its curated guest experience, strong aesthetic differentiation, and repeat booking potential position it well above mid-tier STR benchmarks in both average daily rate and annual occupancy stability.

**Projected Free Cash Flow (after fixed expenses and reinvestment allocation):** approximately \$80,000 annually.

#### **Break-Even Analysis**

A break-even analysis measures the point at which Aurora Cove's total revenue equals its total operating costs, marking the transition from investment recovery to profitability. This analysis incorporates both fixed and variable expenses, benchmarked against AirDNA's 2025 performance metrics for Lake Harmony's luxury-tier short-term rentals.

Metric	Value
Fixed costs (annual loan, maintenance, insurance)	\$42000
Variable costs (utilities, cleaning, supplies, marketing)	\$18000
<b>Total annual costs</b>	<b>\$60000</b>
<b>Required revenue to break even</b>	<b><math>\\$60000/410 \approx 146</math> booked nights</b>

**Break-Even Point:** Approximately 146 nights, representing 56% occupancy.

At current projections, Aurora Cove is expected to reach its break-even point by Year 1, Quarter 4, achieving profitability within the first nine months of operation under average regional occupancy patterns.

**Insight:**

This early break-even trajectory reflects the strength of Aurora Cove's high-ADR positioning and lean operational model. Its strategic focus on direct bookings, repeat guests, and low-overhead management enables higher margins compared to full-service STR operators. Once profitability is achieved, each additional occupied night contributes directly to cash flow growth, establishing a scalable foundation for future property expansion or reinvestment in enhanced guest amenities.

**Projected P&L**

Aurora Cove Retreat's projected profit and loss statement reflects stable revenue growth supported by strong occupancy rates and premium nightly pricing within the Lake Harmony short-term rental market. Based on AirDNA metrics and competitor analysis, Aurora Cove anticipates an average occupancy rate of 70 percent and an average daily rate (ADR) of \$410, resulting in a projected gross annual revenue of \$106,600.

Operating expenses, including maintenance, utilities, housekeeping, insurance, and marketing, are estimated at \$60,000 annually, leaving an operating profit (EBITDA) of approximately \$46,600. After accounting for annual loan servicing of \$24,000, the property is expected to achieve a net profit of roughly \$22,600, representing a 21 percent profit margin in Year 1.

Profitability is projected to increase by 8 to 10 percent annually as marketing and renovation costs stabilize and repeat bookings enhance occupancy levels. By Year 3, Aurora Cove anticipates a net margin near 30 percent, indicating long-term financial sustainability and strong investor appeal.

These projections highlight Aurora Cove's balanced approach, combining modern design with disciplined financial management to ensure consistent performance and scalable growth.

Category	Amount (USD)
Gross revenue	\$106600
Operating expenses	\$60000
Net operating income (EBITDA)	\$46600
Loan servicing	\$24000
<b>Project Net Profit (Year 1)</b>	<b>≈ \$22600(~21% margin)</b>

### Conclusion:

Aurora Cove's financial outlook demonstrates a strong foundation for sustainable profitability. The Year 1 net profit margin of approximately 21 percent confirms that the retreat's premium positioning and operational efficiency translate into real financial strength. As brand awareness, repeat visitation, and direct bookings expand, profitability is projected to grow steadily through Year 3, supported by stable fixed costs and optimized marketing spend. This trajectory positions Aurora Cove as a scalable, design-led hospitality asset capable of delivering consistent cash flow and long-term value in the competitive Pocono STR market.