

Cendyn<sup>TM</sup>



SUNSEEKER  
RESORT  
*Charlotte Harbor*

# Sunseeker Resort

SEARCH MARKETING STRATEGY





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# Sunseeker Resort

## SEARCH MARKETING STRATEGY

### Key Takeaways

- ✓ As a new resort, Sunseeker wanted to prioritize building **brand awareness** to ensure that both travelers and locals could become familiar with their name and property.
- ✓ Cendyn developed a two-pronged approach strategy; one focused first on building awareness for the resort via **paid search**, **programmatic advertising** and **personalized targeting** of desired guest demographics and interests, and second on **driving bookings** once brand visibility was established.
- ✓ The results exceeded expectations, with across-the-board **boosts in clickthrough**, an increase in **bookings**, and a **significant return on ad spend** that continued months after the grand opening.

### Overview

Sunseeker Resort Charlotte Harbor — opened on December 15, 2023 — is Florida's **newest luxury resort**. With 785 guestrooms, a deep range of dining options and an ideal Gulf Coast location just a short drive from Punta Gorda, Fort Myers, Tampa, St. Petersburg-Clearwater, and Sarasota, all Sunseeker needed to succeed was a **big boost in awareness**. So Cendyn got to work making it happen.



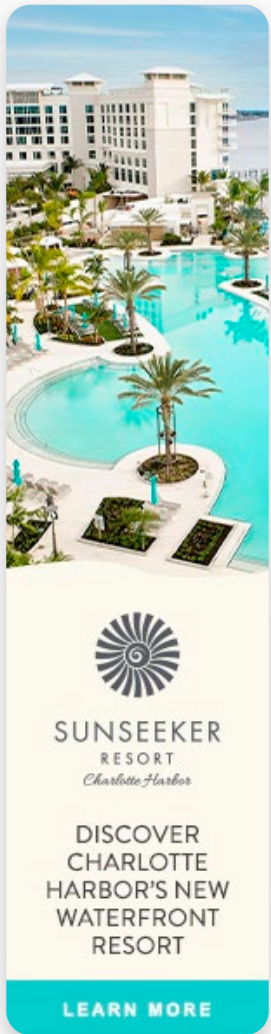
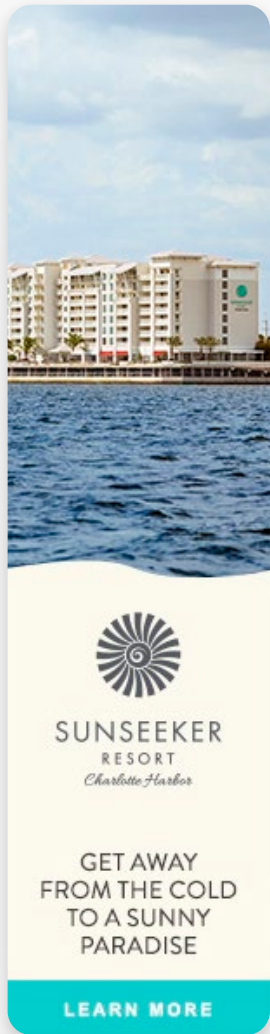
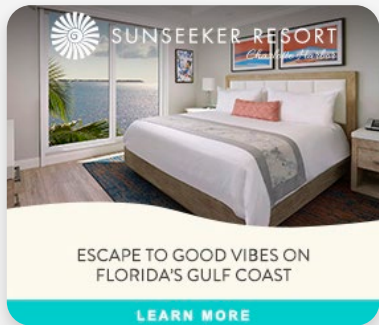


# Goals

- ✓ Build **brand awareness** of a new property among both locals and visitors.
- ✓ Establish the **market profile** for a new resort.
- ✓ Drive guest **bookings**.
- ✓ Generate **revenue**.
- ✓ Spark **interest** prior to the grand opening.
- ✓ Sustain **excitement** post ribbon-cutting.



GROW



# Implementation and Strategy



1

The **first phase** of positioning Sunseeker as a new premier property began prior to the launch of the resort. To begin, Cendyn focused on **building awareness** of Sunseeker by launching a series of **targeted marketing campaigns** (including paid search). Key to this strategy was utilizing **specific keywords** to ensure that Sunseeker Resort Charlotte Harbor appeared prominently in search results for potential guests looking for getaways in the region. Additionally, **programmatic advertising** was employed to reach a broader audience across various digital platforms, delivering personalized ads to these soon-to-be early visitors.

2

The second phase of the rollout had the goal of **earning guest bookings and generating revenue**. By effectively targeting specific demographics and interests, Cendyn successfully reached the two main groups necessary for elevating the property's profile: both local residents and potential vacationers. This **effectively raised awareness** of Sunseeker Resort and established Charlotte Harbor as a premier luxury destination — ultimately driving bookings and revenue prior to the doors even being opened.

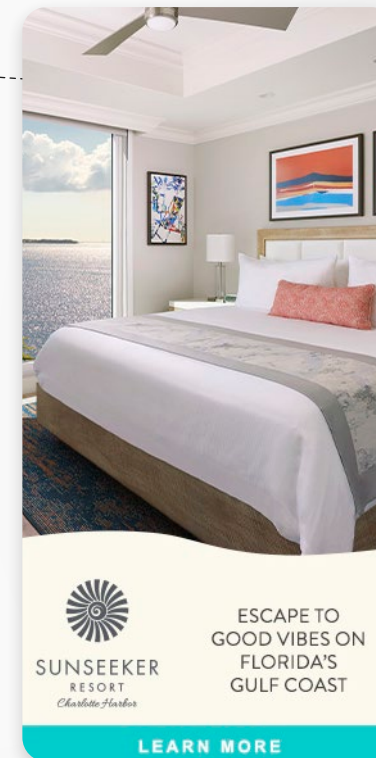
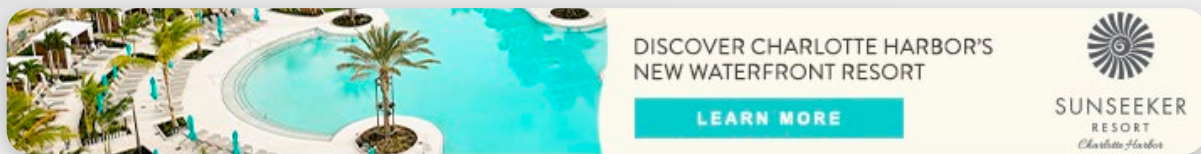
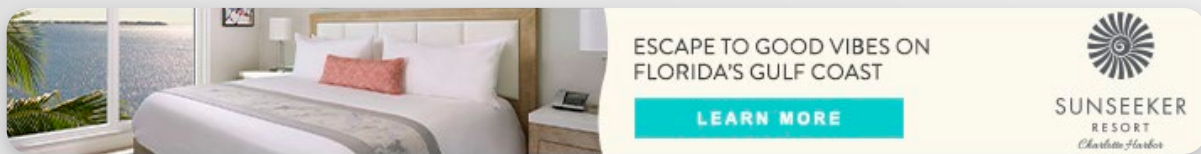
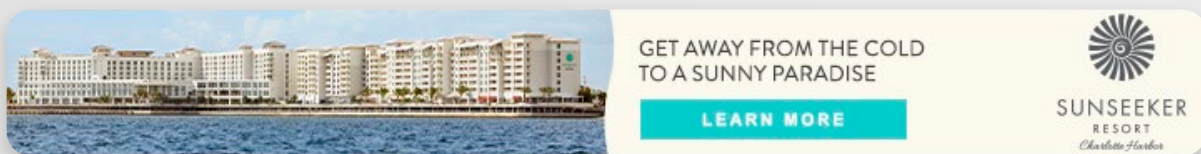
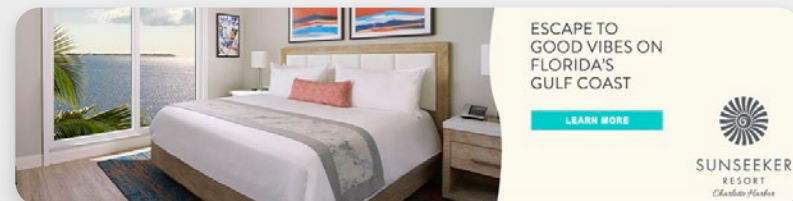
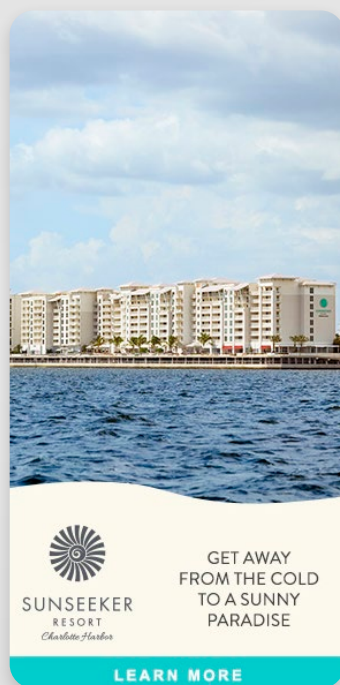
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By strategically dividing the campaign into discrete **pre-opening awareness and post-launch booking phases**, Sunseeker Resort was able to effectively build anticipation and drive reservations. The consistent increases in brand profile, clickthrough rates and bookings throughout the post-opening periods handily demonstrated both the campaign's early and **ongoing success** in attracting and converting potential guests.





# Creative



# Results

**Increased** property visibility.

**Elevated** brand awareness.

**Exceptional** demand generation.

A far **higher rate** of conversions than anticipated.

**Excitement** both prior to opening, and during business operations

## Return on Investment

**11:1**  
ACROSS THE PORTFOLIO  
solely via paid efforts

**+100%**  
IN TOTAL REVENUE

**12:1**  
RETURN  
via SEM campaigns alone

**+7M**  
TOTAL IMPRESSIONS

**+50k**  
TOTAL CLICKS

**25%**  
TOTAL RATE PLAN  
PRODUCTION





Bringing it  
*all together*

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