

Data-Driven Destinations.

How Breakaway Cloud unified 20+ disconnected systems into a generative AI-ready AWS data lake for the Pocono Mountains Visitors Bureau, one of the East Coast's top year-round destinations.

CLIENT

Pocono Mountains
Visitors Bureau (PMVB)

INDUSTRY

Tourism &
Destination Marketing

PLATFORM

AWS Data Lake +
Amazon Quick

20+

Data sources
unified in one lake

90%

Less time preparing
monthly & quarterly reports

115+

Metrics tracking the
regional visitor economy

250+

Visuals across 5 production
Amazon Quick dashboards

THE CHALLENGE

Ambitious Marketing. Scattered Data.

PMVB is an early adopter in destination marketing, with a member-first tourism strategy, an in-house marketing team, and a 24/7 television station. But its data sat in silos across marketing platforms, social media, the website, lodging feeds, and partner reports, with no way to connect them.

QUESTIONS THEY COULDN'T ANSWER

- 1 How did snowstorms affect both bookings and ad clicks?
- 2 Which campaigns actually led to higher occupancy?
- 3 How can we share insights with partners without exposing raw data?
- 4 Can we plan for seasonality using past weather or household income trends?

THE SOLUTION

A Serverless Data Lake and Dashboard Environment

Breakaway Cloud designed, built, and continues to operate PMVB's data platform on AWS: a serverless data lake that brings every source together, keeps the numbers accurate, and puts answers in front of the people who need them.



01 Connect

20+ sources, including CoStar, AirDNA, STR, Google Ads, Meta, GA4, Meltwater, NOAA weather, and the US Census, land in Amazon S3 on automated schedules.



02 Standardize

11 serverless pipelines built on AWS Step Functions, Lambda, and SQS clean and type every feed, convert it to Parquet, and standardize it with AWS Glue and Amazon Athena.

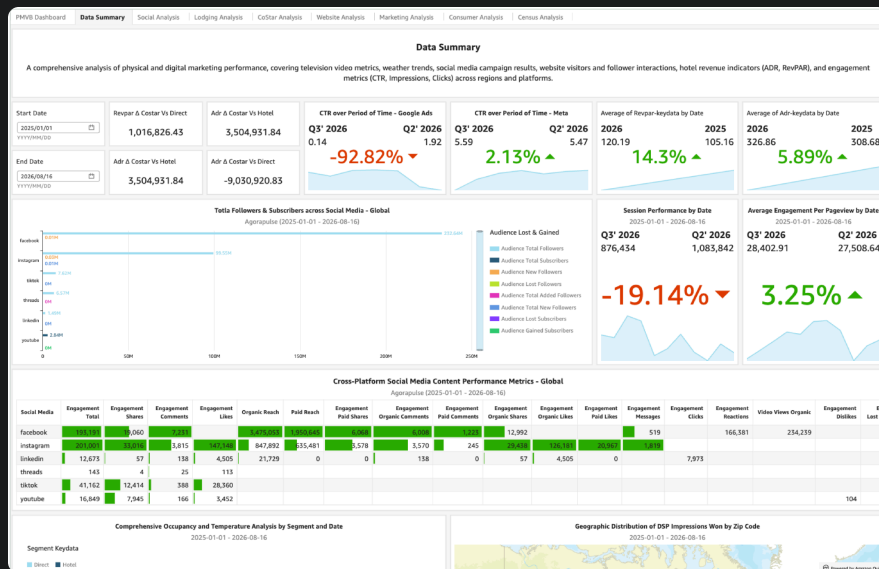


03 Activate

Amazon Quick dashboards, Spaces, knowledge bases, and AI chat agents turn the data into insights, power agentic workflows, and embed live dashboards in the PMVB website.

THE RESULTS

Answers, Not Anecdotes.



PMVB's Data Summary dashboard in Amazon QuickSight: CTR, RevPAR, ADR, and cross-platform social engagement in one view. Public at poconomountains.com/data-lake.

- ✓ 20+ data sources in one centralized lake, and growing
- ✓ 90% less time spent preparing monthly and quarterly reports
- ✓ Attribution across the full visitor journey, from marketing to lodging
- ✓ Free NOAA weather and Census data joined to paid feeds at no licensing cost
- ✓ Plain-English Q&A with visuals for non-technical stakeholders
- ✓ Prompt-generated dashboards, refined by subject matter experts

WHAT PMVB CAN DO NOW



Connect the Dots

Snowfall, occupancy, and ad delivery now sit in the same query, so the team can see how weather and campaigns really move bookings.



Ask in Plain English

Amazon Quick chat agents draw on Spaces, knowledge bases, and dashboards to answer questions, limited to what each person is already allowed to see.



Share Without Exposing

AWS Clean Rooms lets PMVB and regional hotels, resorts, and attractions analyze data together on hashed identifiers. Raw personal data never leaves its owner.



Answer Visitors After Hours

An Amazon Connect line with an AI agent grounded in Amazon Bedrock AgentCore handles calls outside staffed hours and queues callbacks.

AWS SERVICES USED

Amazon S3 · AWS Glue · Amazon Athena · AWS Step Functions · AWS Lambda · Amazon SQS · Amazon DynamoDB · Amazon EventBridge · Amazon QuickSight · AWS Clean Rooms · AWS Lake Formation · AWS IAM · Amazon Bedrock AgentCore · Amazon Connect

Your Data Has a Story to Tell.

Let's Talk →

Contact Us:
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• AI Services Competency
• Data Services Competency

