



Tourism Business Plan template

A tourism enterprise like other businesses requires planning to achieve its goals. A business plan helps in evaluating the feasibility of the idea. It makes you to think critically about your business, its objectives, and what you really need to do to make it a success.

There are varied opinions on how long a business plan should be. According to us, the length or format of the document does not matter if the plan covers the essential areas. It is never too late for write a business plan or for reviewing your existing plan to enhance your business strategy.

Here is a classic business plan template that can be used by entrepreneurs in travel and tourism industry. We have included a brief explanation on the various heads under the business plan. You can make your plan in brief or as descriptive as you may like.

For any additional assistance, contact us on the below details.



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Value propositions

What unique value is your destination or service offering to the tourists / visitors / customers?

Ask yourself

- Why will customers be willing to visit you or pay you for the service?
- What problem do I solve for the customers?

Customer Segments

Divide your targeted customers into groups based on similarities such as age, gender, purpose of travel, spending habits, interests, etc. When you make a list of the group, you can also estimate the market size of each group. This is particularly useful in understanding the demand size as well as in your marketing plans.

Ask yourself

- Who are my customers?
- Do they belong to specific age groups or gender?
- What will be their personality like?
- How much will they usually spend?
- Where do they go on holidays?

Customer relationships

A business may interact with its customers in multiple ways, we call this customer relationships. Here you identify the touch points where you engage with the visitor which is important for planning your business operations. You must also include interactions before the customer visits your destination or uses your service.

Ask yourself

- Is my business run online or offline or both?
- How do I meet my customers?
- Do we participate at events or trade fairs?

Channels

Travelers use various platforms to look for their next holiday destination or to research on the services they require. We need to identify the channels through which Customers can learn about or come in touch with our business.

Ask yourself:

- How do we communicate with our different customers?
- Where and how to we find our customers

Key Activities

There are some activities which the tourism business will need to undertake so it can deliver the services and value to their customers. Plan it out and list broadly the activities your business will carry out.

Ask yourself:

- What are the actions done by the business – eg reservations, housekeeping, marketing, contracting, etc ?
- What kind of skill or expertise will be required?
- How do we deliver the product or service to our customers or distribution partners?

Key Resources

To carry out the required key activities of your business, you need to be prepared with relevant infrastructure and resources. List out the key resources that your business will require viz. Office, computers, people, cars, etc.

Ask yourself

- What are the tools and resources that are required for our activities ?
- Do we need an office space? How are we going to use it to run our business?

Key Partners

This will be a list of your key suppliers, third parties and other companies with whom you will partner with to conduct your business and offer the value proposition to your clients. For e. g. it can be transportation companies, hotels or eating places where you may need to host your customers, other local businesses that conduct activities which you promote, etc.

Ask yourself

- Will I be buying products or services from other people or companies to carry out my business activities
- Who will be my vendors for the products or services which are not created in house?
- What external help do I need to deliver to our customers ?

Cost areas

There is a cost of operating a business in terms of money and the various elements that add to this cost should be listed here.

Ask yourself

- What are the various areas in the business that I will need to spend money?
- What are the expenses for maintaining the resources and partnerships?
- How much will be the marketing costs?
- Will there be additional costs like legal, insurance, compliances, etc.?

Revenue areas

When your business begins to deliver value to your customers, you need to figure out how you will be charging them for the services offered. Knowledge of cost areas and revenue areas will help to understand how to optimise the pricing of your services.

Ask yourself

- How will this business make money?
- What methods of pricing will we have?
- What additional areas of revenue can we have?