



TOUR OPERATOR BUSINESS PLAN TEMPLATE

For tour & activity operators



JUMP START YOUR TOUR BUSINESS

Ready to take the plunge and launch that tour company or adventure travel business you've been envisioning?

Before you start welcoming guests, the best first step is always to build a detailed business plan.

Listed in this e-booklet is a prepared template that includes important elements to consider when creating your business plan.

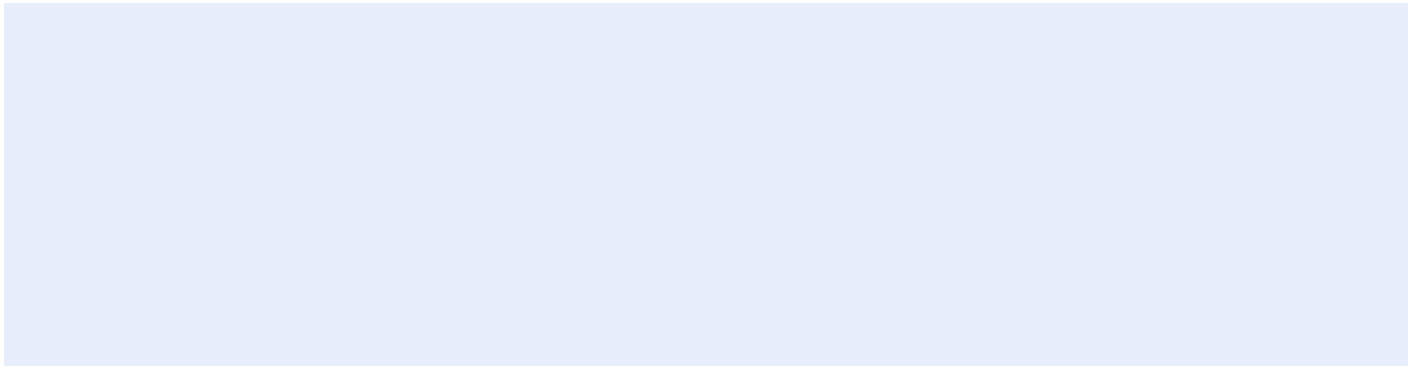


Executive Summary

The executive summary will help any lenders or stakeholders quickly understand your business objectives, mission and vision statements, and unique value proposition.

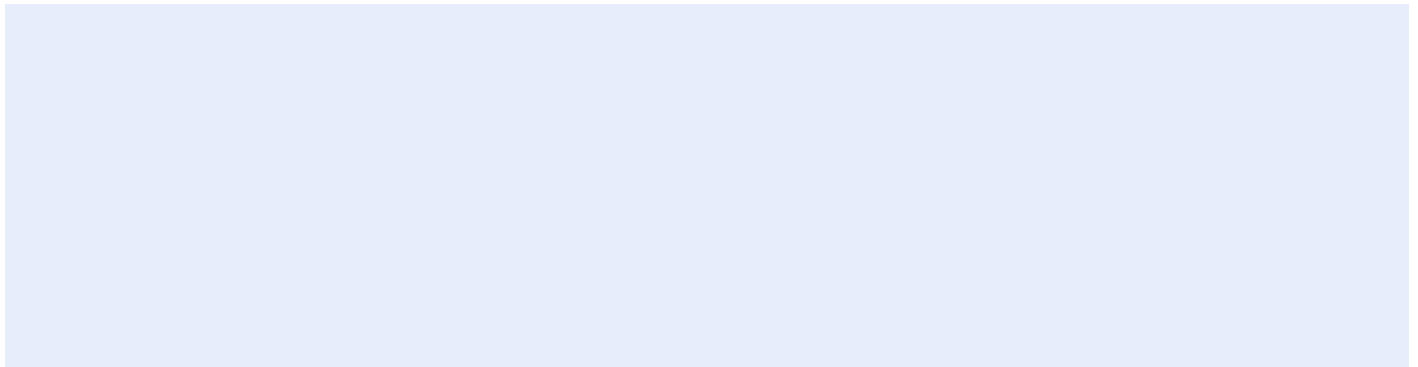
Business mission:

Outline the purpose of your business.



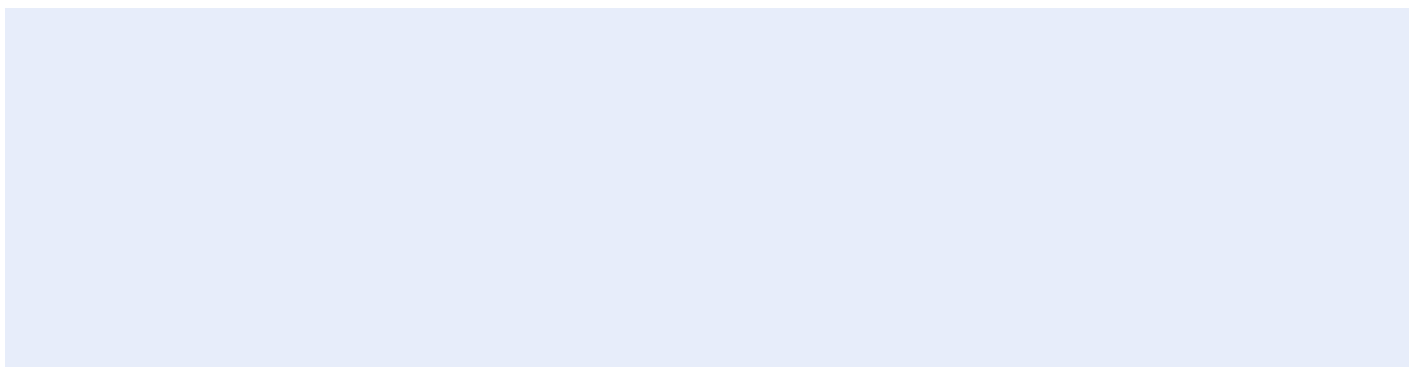
Business vision:

Outline what you hope your business can achieve or become in the future.



Value proposition:

Outline your business' core principles and ethics.



Company Overview

Your company overview should include your [business's name](#), location, history, and ownership/management structure.

Business name:

Need help with creating your business name? Check out our guide to [creating the right name](#) for your tourism business

Business location:

Address Line 1

Address Line 2

City

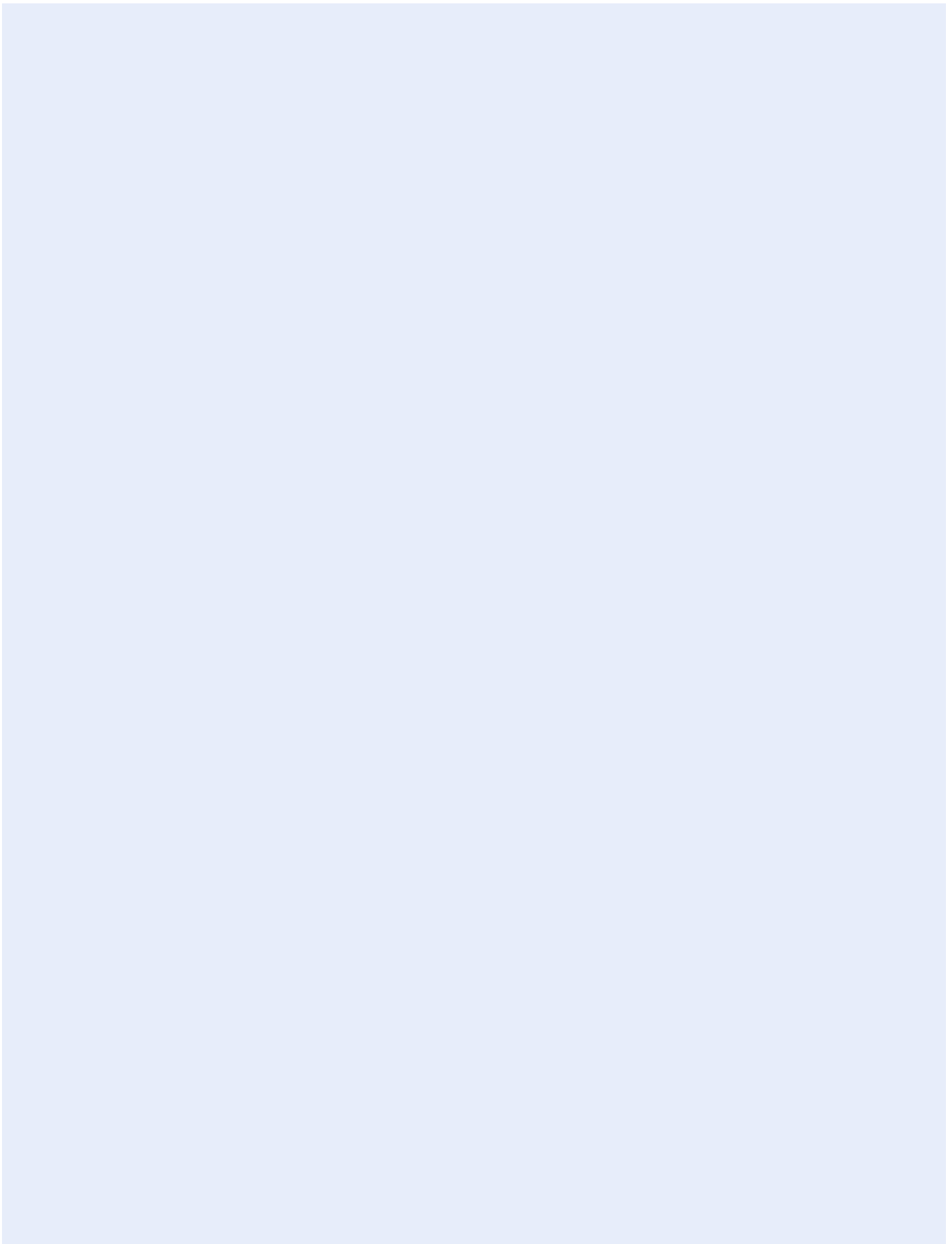
State/Province

Country

Postcode

Ownership & management structure:

Briefly outline the ownership and management structure of your business. You can draw too!



Industry Analysis

This should include broad and deep industry research to determine if you have a viable idea before you start investing in equipment, services or staff.

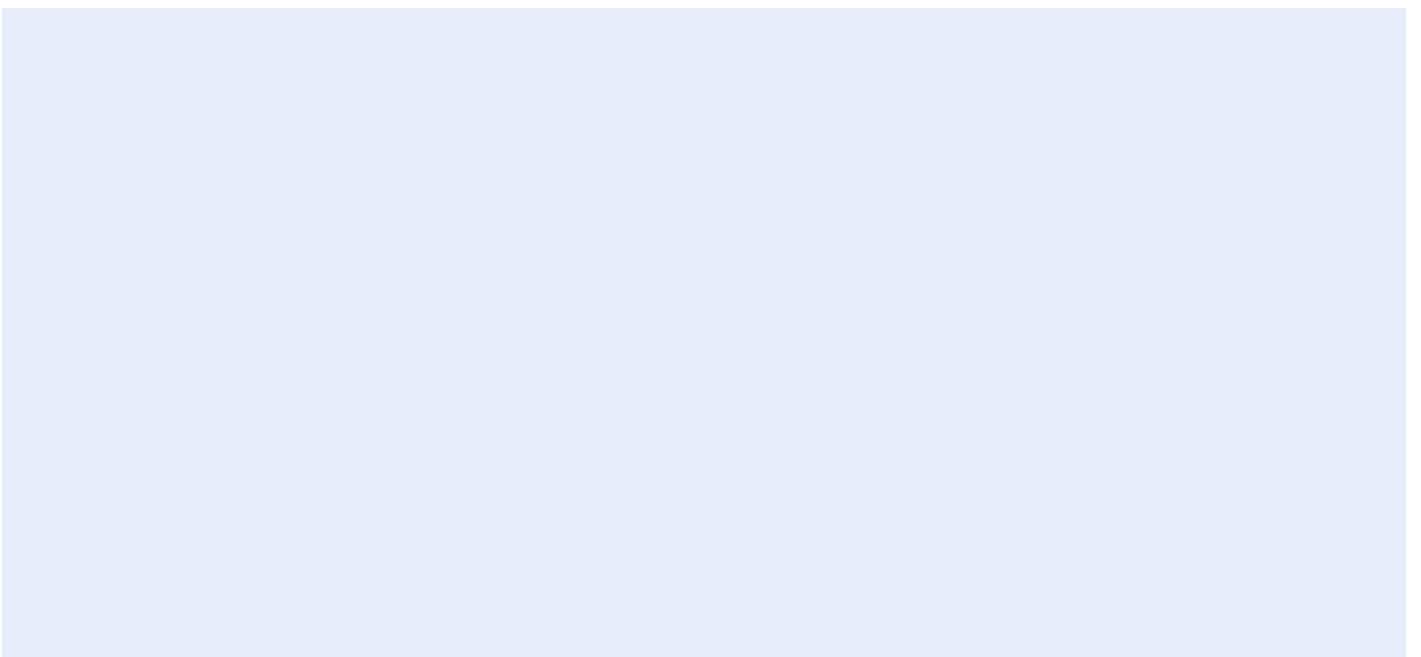
Tourism industry size & demand

Detail how large the tourism industry in your area is and the demand for the specific service(s) your business would offer.



Industry trends & seasonal demand

Outline the industry trends within your area and the seasonal demands, including on peak and off peak periods.



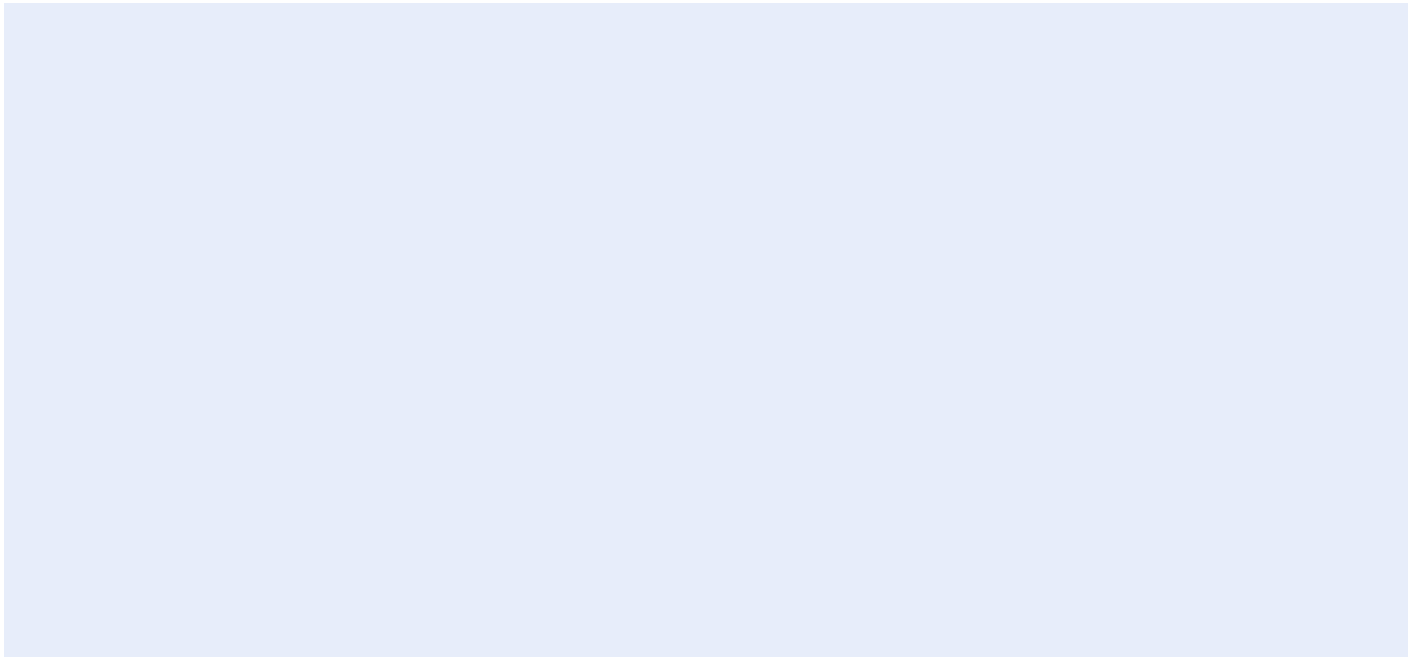
Competitor Analysis

Which competitors have a significant market share, and what are the factors in their success?

Conduct a SWOT analysis (strengths, weaknesses, opportunities, and threats) for each section below. This will allow you to understand where your business can meet gaps in market demand.

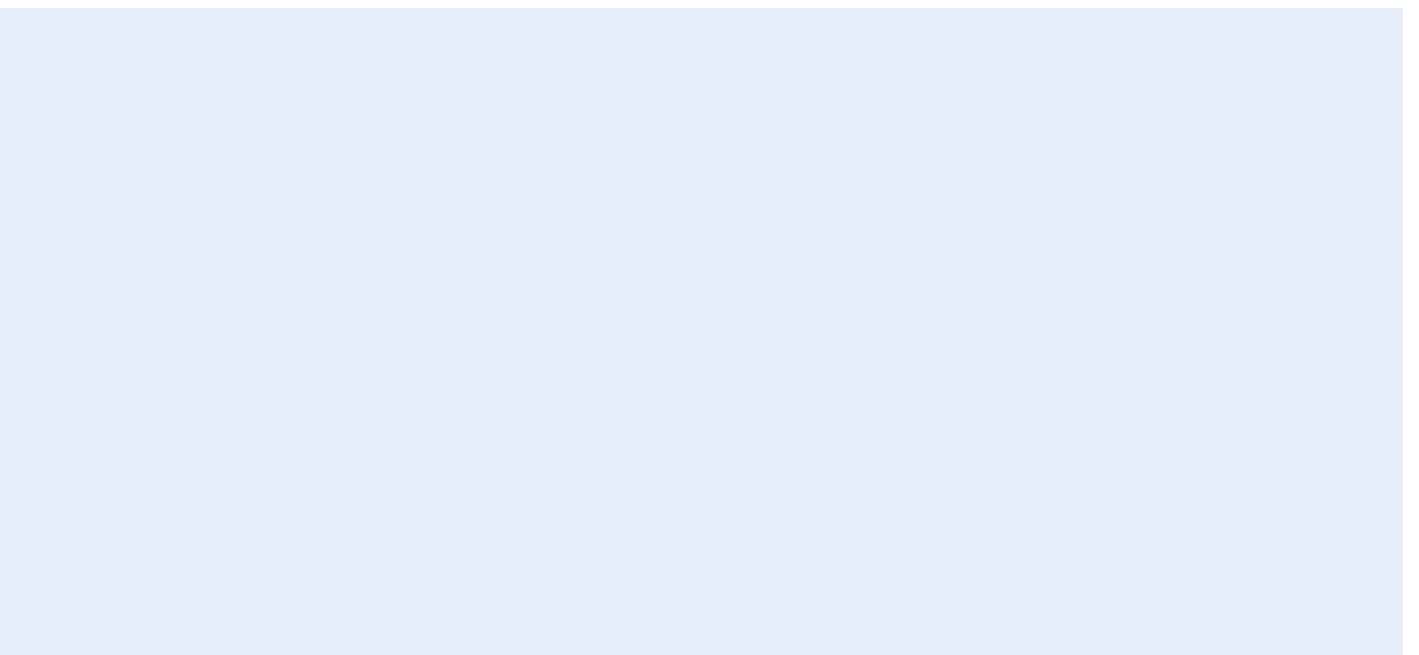
Key competitors & SWOT analysis

Identify your key competitors and conduct their SWOT analysis.



Your business niche & SWOT analysis

Identify your business niche & conduct a SWOT analysis for it.



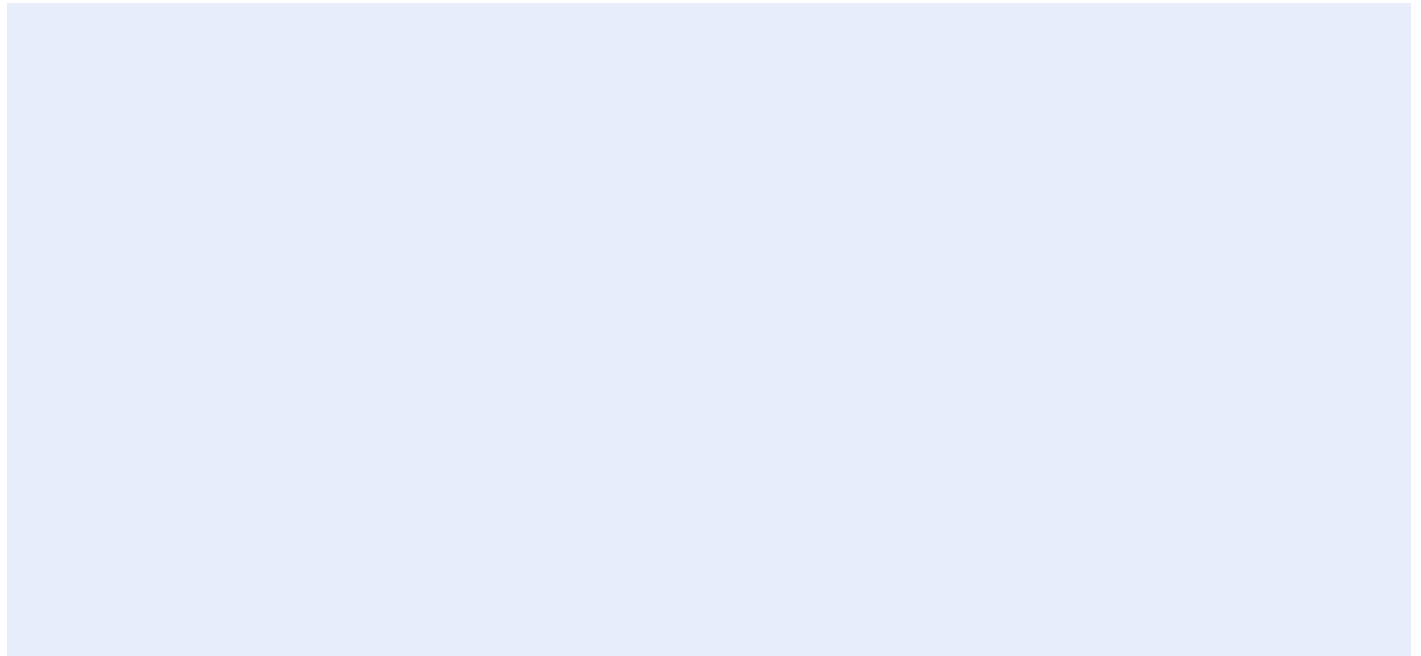
Customer Analysis

What is your target clientele – families, luxury travelers, or someone else?

It can be beneficial to create a [customer persona](#) for each group so you can understand their purchase behaviors and motivations.

Target market

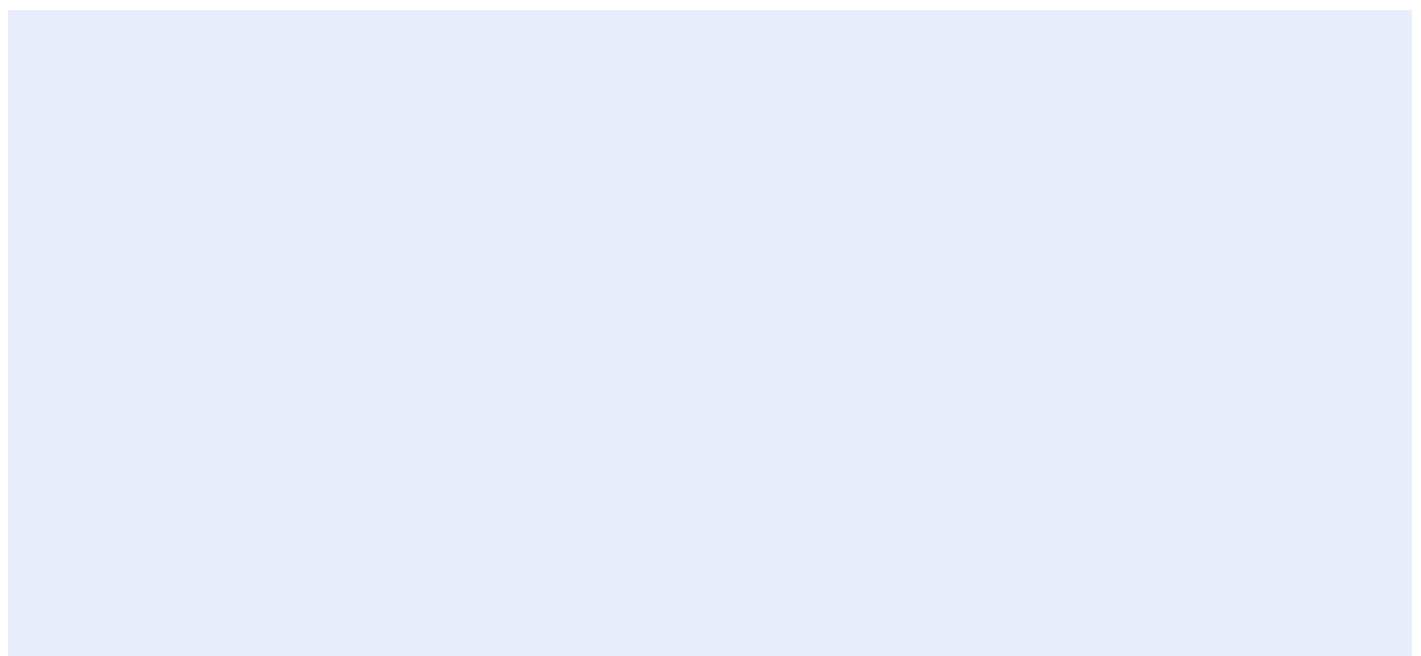
Identify your target market (age, gender, location, etc.)



Customer persona

Build your main types of customers and their personas. You can be as creative as you like!

Quick tip: find out how their interests, hobbies, lifestyle, and personal life impact their buying behavior.

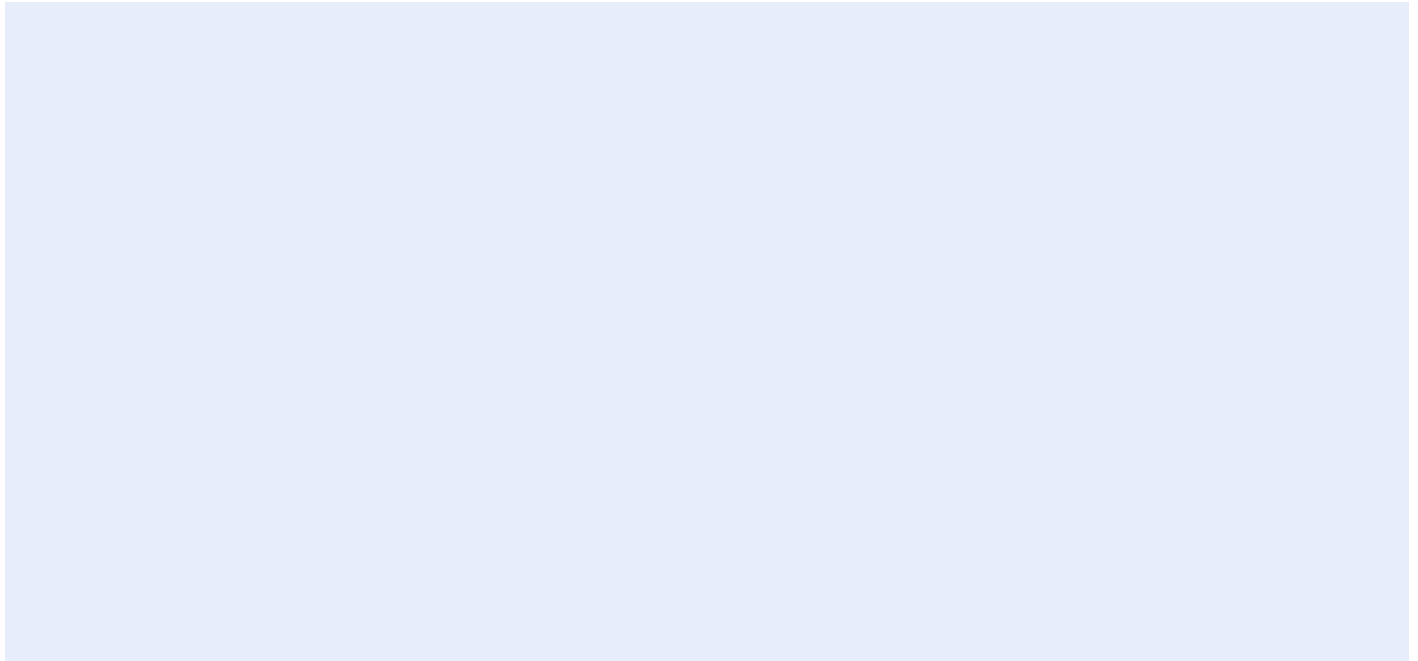


Operational Plan

This section covers the nitty-gritty of how your business will run. Outline your business and legal structure, include risk management and workplace health & safety plans, develop your [terms and conditions](#), and formalize staff scheduling and training.

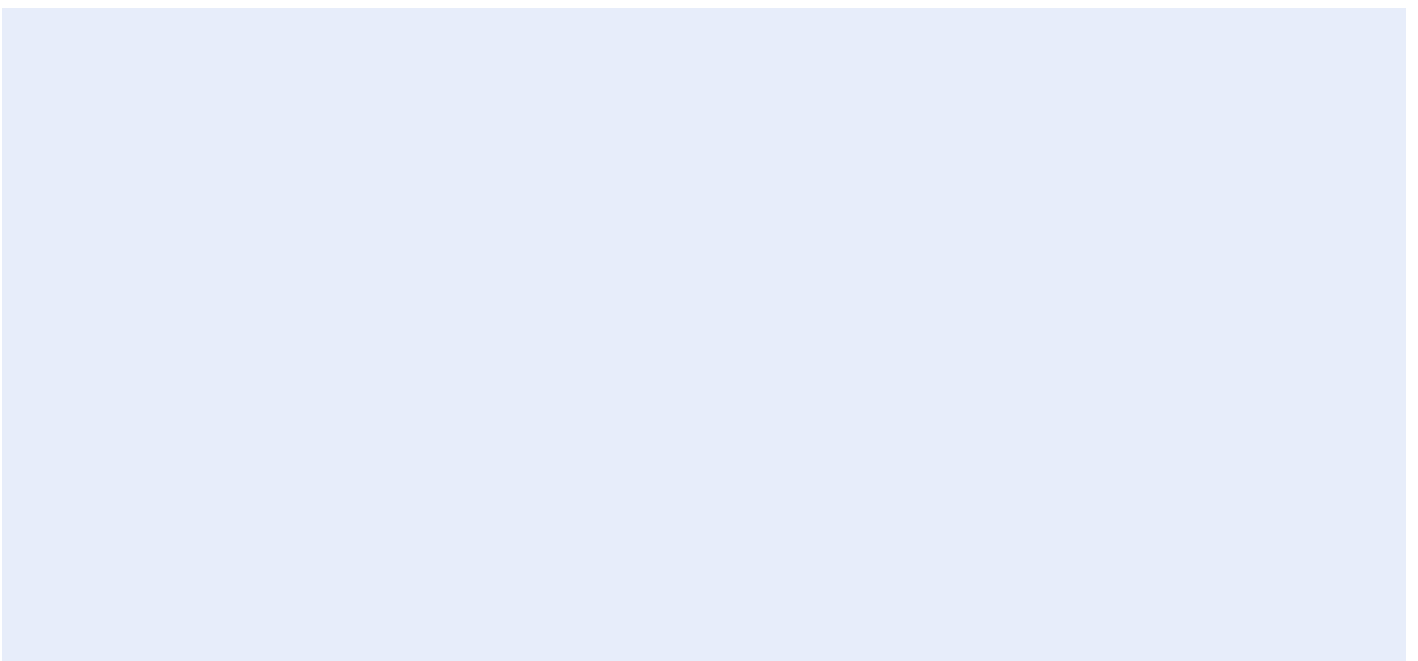
Legal and business structure

Write out a brief of your legal and business structure including terms and conditions, policies, etc. This will become your guide when creating your formal terms and conditions.



Risk management

Outline your risk management plan on how you will handle certain risks and hazards within the business.



Workplace Health & Safety

Outline your Workplace health & Safety plans

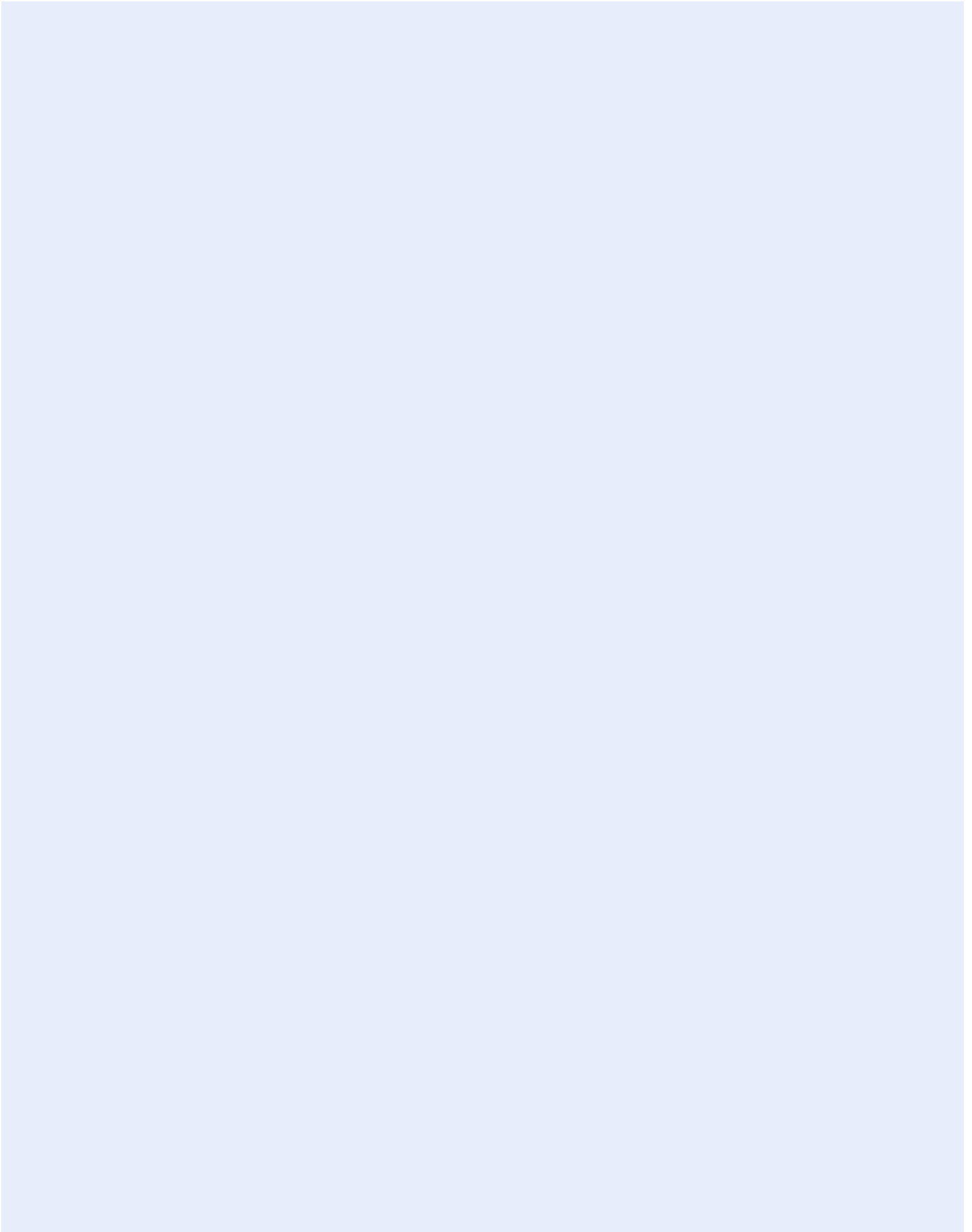
Online booking methods

It's important to consider how you'll take reservations in the tourism industry. How will you [take bookings securely online](#)? Which [distribution channels](#) will you use to grow your bookings, and will you create [strategic partnerships](#) with other local businesses?

Quick tip: Rezdy offers you all the features needed to launch and expand your tour business. From a seamless online booking software that fits your brand and takes secure bookings & payments 24/7, all the way to FREE access to Rezdy Marketplace that connects you with thousands of global resellers.

Rosters & staff scheduling

Set up your roster and staff scheduling. Keep in mind the days and time of the year where it may be busier.

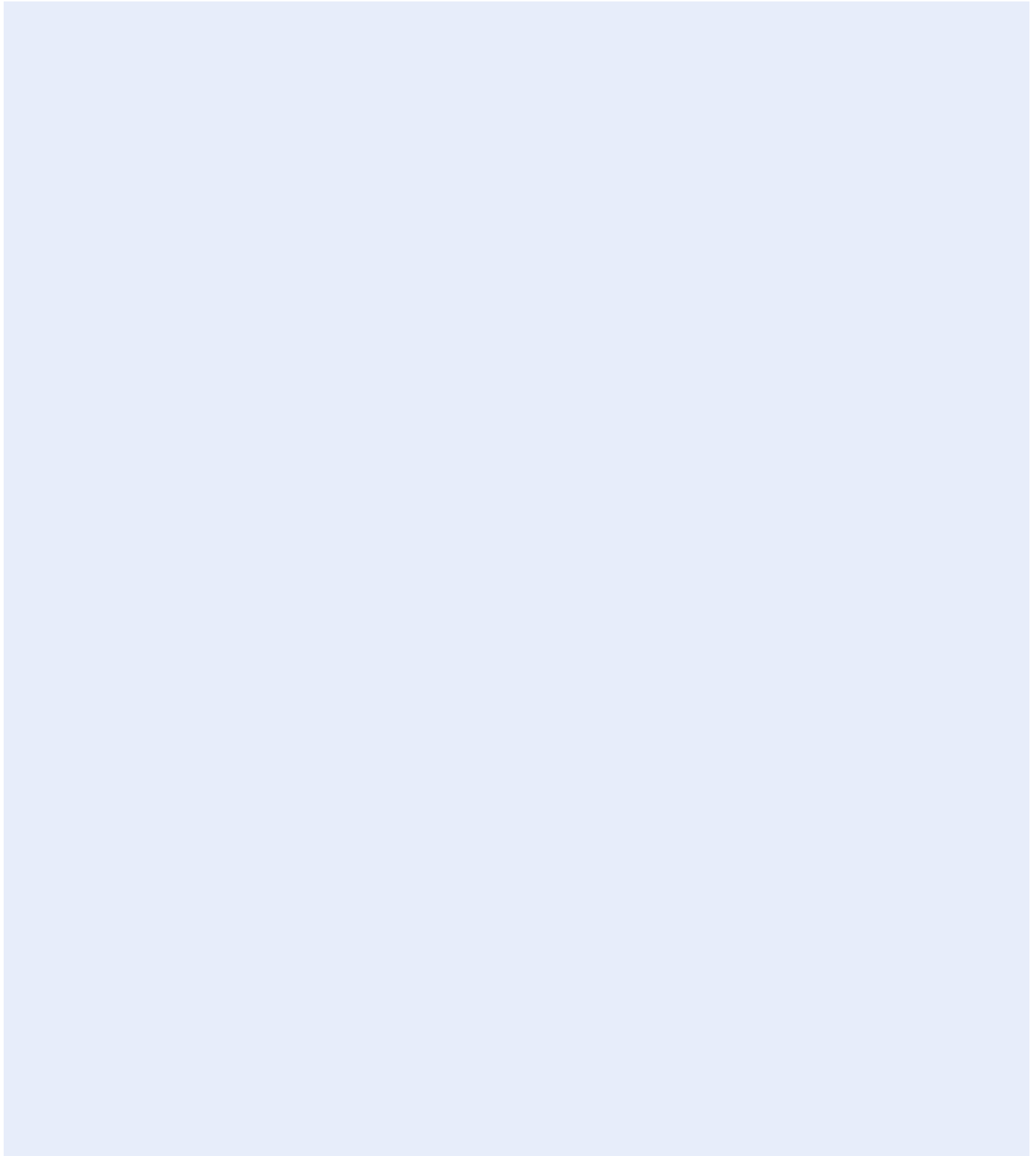


Financial Plan

Financial planning will help you [allocate, manage and reinvest your budget](#) appropriately. Consider your financial projections, your [product pricing strategy](#), how you'll reinvest profit in your business, and [which insurance types](#) you'll require.

Financial projection

Collate and strategize your financial projection. Include important factors such as your product costs, re-investing strategy, and insurances (i.e liability insurance)

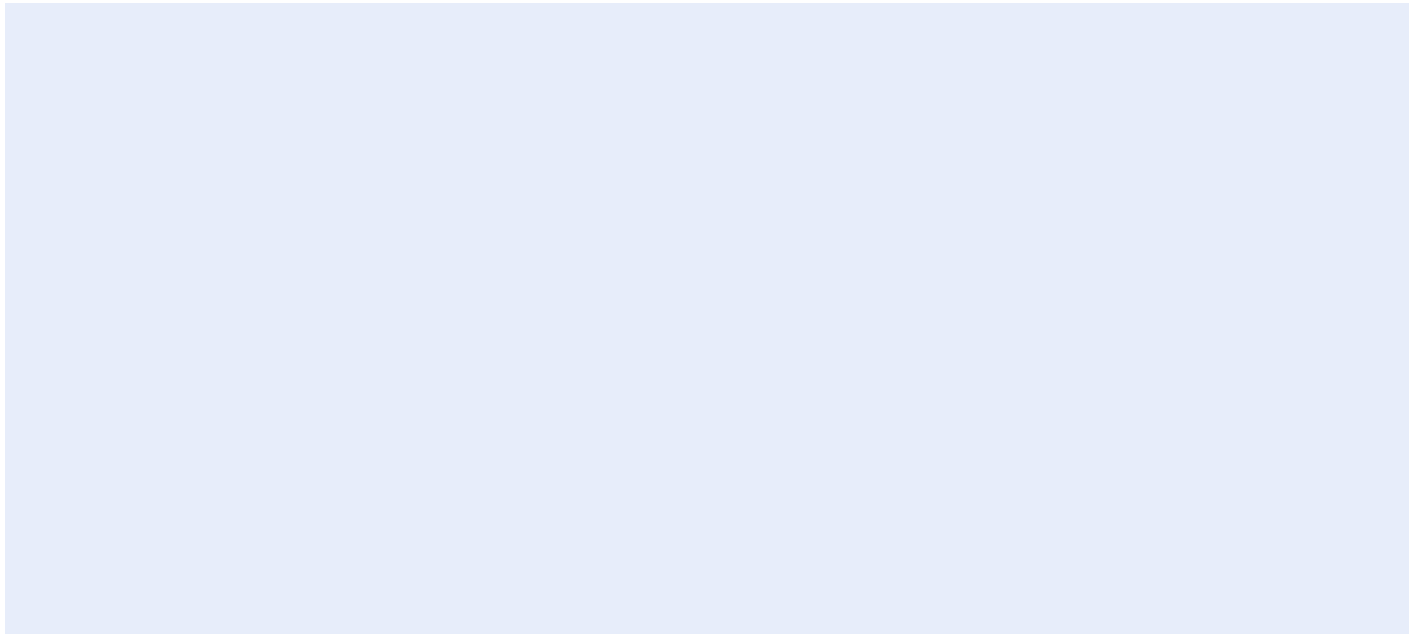


Marketing Plan

Successful businesses have strong brands, so your business plan should set out [branding guidelines](#). It's also useful to identify your advertising channels of choice, your social media channels and your strategies for these – as well as how you'll request and share [customer reviews](#) to help grow your business.

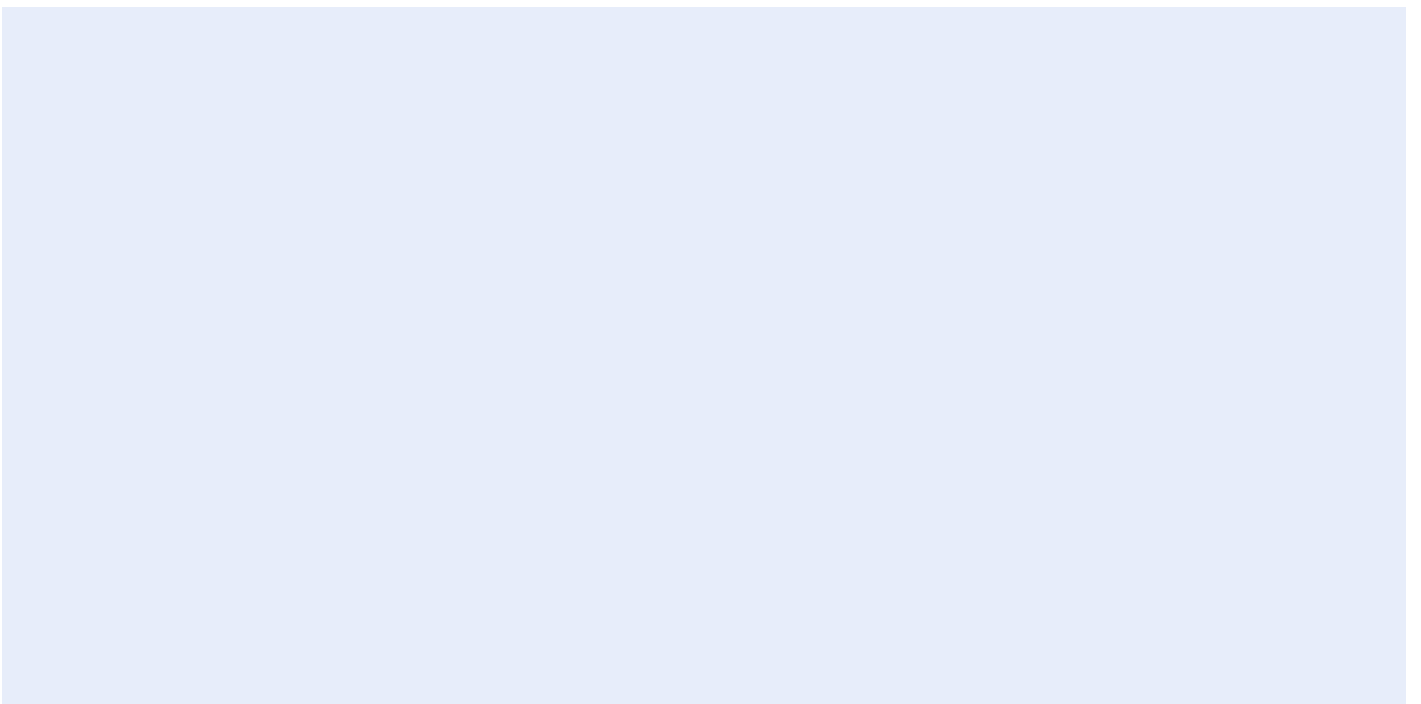
Business branding

Think about your product, your location, your target market and build you business branding around those factors.



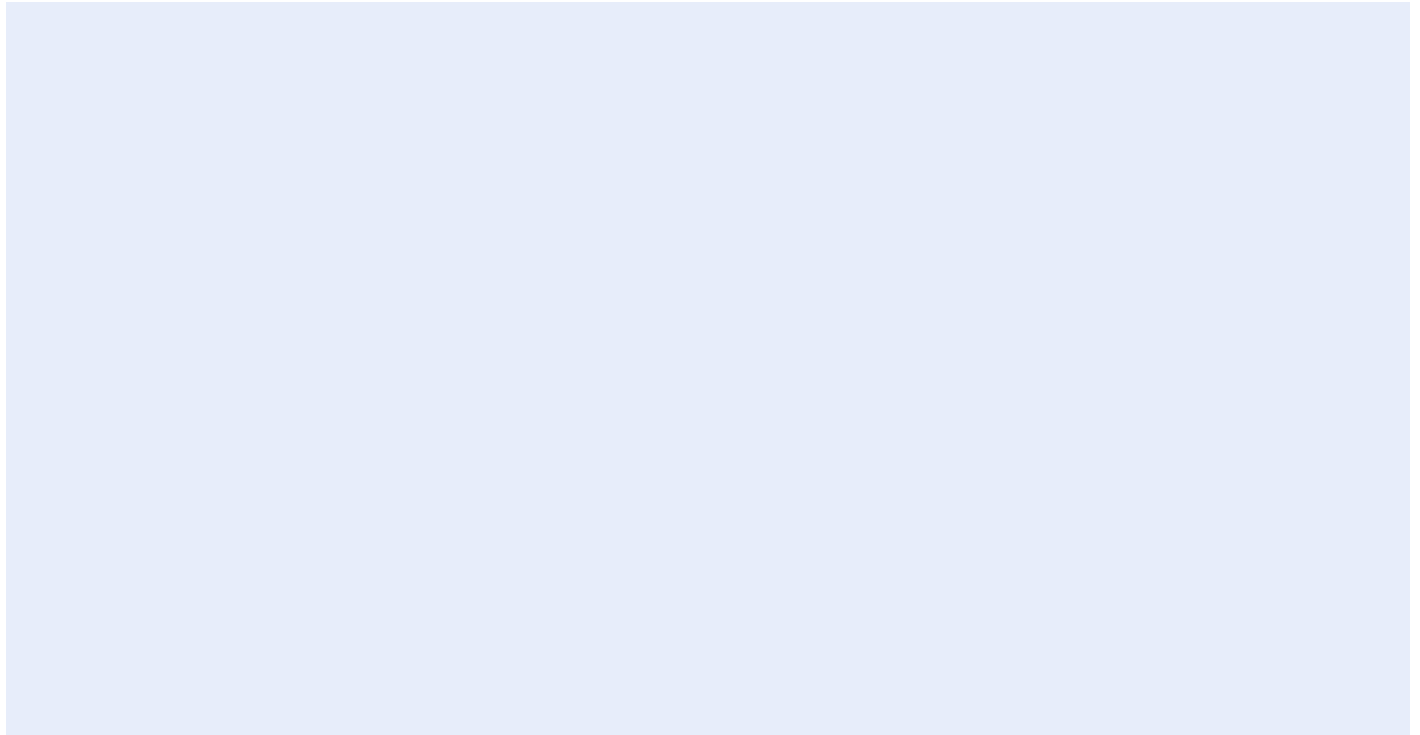
Website & online presence plan

Outline the steps you'd like to take to build your business' website and online presence plan



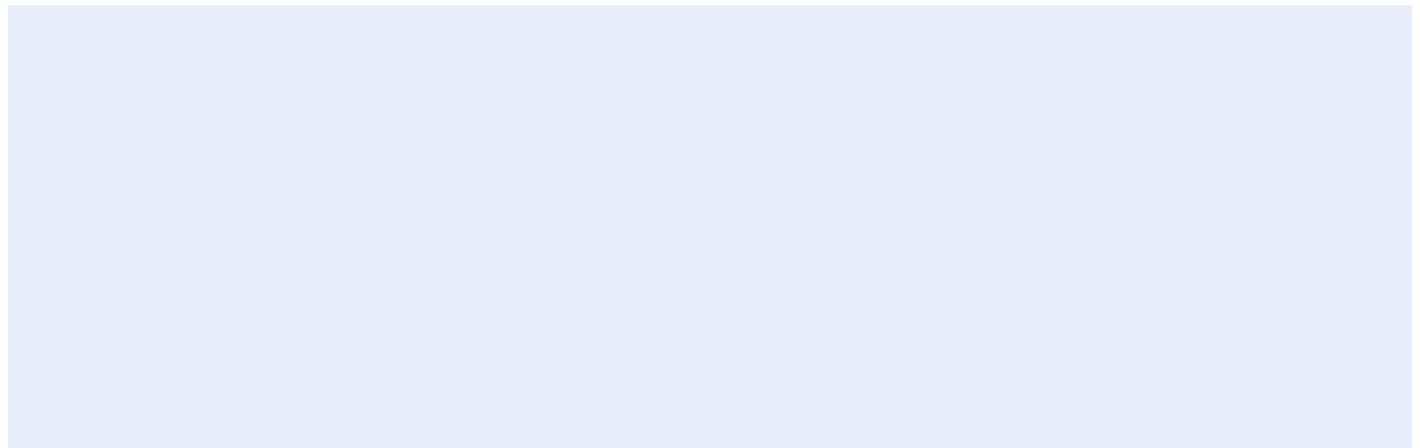
Advertising channels & strategies

Outline the channels you'd like to use to advertise and promote your business (e.g magazines, blogs, TV, paid search, etc).



Social media presences & policies

Outline your plans and policies to build a social media presence.



We hope you found this business plan template useful in helping you launch and kick-start your tour operator business.

If you enjoyed this e-book then make sure to follow the [Rezdy blog](#). There are a lot of marketing tools and tour operator tips designed with businesses like yours in mind.



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