****

**Hotel Business Plan Template**

Hotel Business Plan

**Hotel Name**

**Date Prepared**

MM/DD/YY

**Contact**

Name

Email

Phone

Address

Website

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# Executive Summary

|  |
| --- |
| Write this section last and summarize all the key points in your business plan in less than two pages. This is your opportunity to capture the attention of your reader and gain buy-in. |

# Company Overview

|  |
| --- |
| Provide a description of the overall nature of your business and the industry in which it operates. Include details like industry trends, demographics, and political and economic influences. |

# Problem & Solution

## *The Problem*

|  |
| --- |
|  |

## *Our Solution*

|  |
| --- |
|  |

# Target Market

## *Market Size & Segments*

|  |
| --- |
| Provide an overview of your target audience and their characteristics, including demographics and psychographics. |

# Competition

## *Current Alternatives Target Buyers Are Using*

|  |
| --- |
| Describe the current solutions or alternatives that your target audience uses. |

## *Our Competitive Advantages*

|  |
| --- |
| Highlight the unique advantages that make your hotel stand out. |

# Product or Service Offerings

## *Product or Service*

|  |
| --- |
| Describe the accommodations, amenities, or services offered by your hotel, including their unique selling points. |

# Marketing

## *Marketing Plan*

|  |
| --- |
| Describe your marketing objectives and strategy, including your costs, goals, and plan of action. |

# Timeline & Metrics

## *Timeline*

|  |  |  |
| --- | --- | --- |
| **Activity** | **Description** | **Completion Date** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

## *Milestones*

|  |  |  |
| --- | --- | --- |
| **Milestone** | **Description** | **Completion Date** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

## *Key Performance Metrics*

|  |  |  |
| --- | --- | --- |
| **Activity** | **Description** | **Key Metric** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

# Financial Forecasts

## *Key Assumptions*

|  |
| --- |
| Provide insight into how you came up with the values in your financial projections (e.g., past performance, market research). Describe the growth you are assuming and the profit you anticipate generating. |

# Financing

## *Sources of Funding*

|  |
| --- |
| Describe the funding sources you will use to finance your hotel. |

## *Use of Funding*

|  |
| --- |
| Outline how you will allocate funds to key areas such as operations, marketing, and renovations. |

|  |
| --- |
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