Brief Annual Business Plan Template

This template will help you quickly and easily clarify your plans for the year to come to support achieving business goals (growth and development). Having such a business plan will also support securing loans and grants, and winning tourism awards (it is aligned with the Queensland Tourism Award application).

Overview

What is your business’ vision?   
(What would you love to achieve in, say, 5 years’ time? e.g. Be one of this region’s top 3 attractions)

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What is your business’ mission?   
(*How* will you work towards achieving that vision? e.g. We will be one of the top 3 attractions by providing exceptional customer service to wow our customers)

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What are the values you do business by?

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| **Example**  Vision: [Your business name] is [your destination’s] leading sustainable tour operator.  Mission: Provide an exceptional experience of [your destination] in way that is sustainable, and where possible, regenerative, for our community and environment.  Values: Sustainable, quality, personal/building connections, down to earth/relatable. |

How do your values influence how you do business? For example, how you train and reward staff, and your customer service and refunds policies.

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What is your point of difference from other similar businesses in your destination?

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Business development

What are your business goals for this year?

Consider such things as improving the customer experience, staff training, new technology, customer satisfaction, productivity, sustainability, marketing​, finances (figures, percentages, growth in revenue or profit margins, or YOY improvements).

Be sure to set SMART goals that are Specific, Measurable, Achievable, Relevant, Timebound.

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| **Goals** | **Strategies to achieve goals** | **Actions** | **Means of measuring progress** |
| *Example: Achieve an average of 5/5 for Service on TripAdvisor by the end of the year.* | *Ensure customer-facing staff have customer service training* | 1. *Identify which staff have not undertaken customer service training in the last three years* 2. *Identify a suitable training course* 3. *Have staff undertake training* 4. *Acknowledge staff with a celebration morning tea for having completed the training* 5. *Acknowledge examples of great customer service as they happen* | * *TripAdvisor and other online reviews* * *Guest survey responses* |
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What will you add to your business this year to improve it?

Consider updated policies or practices, renovations, staff training, upgrading technology, developing new experiences or facilities, diversifying products, new delivery method, new suppliers, sustainability initiatives, etc.

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|  | **Development #1** | **Development #2** | **Development #3** |
| What innovation or development will you introduce or update? |  |  |  |
| Why will you do this?  *E.g. Guest feedback, environmental considerations, change in market demand, something you anticipate will change in your destination, based on your risk management planning* |  |  |  |
| How does this align to the business’ overall goals and strategies? |  |  |  |
| What research and planning will you do before implementing?  *E.g. Survey guests, review travel trends* |  |  |  |
| How will these enhance the visitor experience and/or support business endurance? |  |  |  |
| How will you track the success of these innovations / developments?  *E.g.**Benefits to staff or customers, improved efficiency, reduced staff turnover, cost or time savings, less waste, increase in revenue, increased customer satisfaction, increased social media engagement, PR outcomes​* |  |  |  |

Marketing

What marketing will you do to attract your target markets this year?

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|  | **Target market #1** | **Target market #2** |
| Name of target market  *E.g. Families with primary school aged children* |  |  |
| Who are they? |  |  |
| Where do they live? |  |  |
| How old are they? |  |  |
| How do they purchase travel? |  |  |
| What motivates and inspires them? |  |  |
| How does your product meet their expectations? |  |  |
| How do you know the target market is right for your business?  *E.g. What research have you done or used to determine your ideal customer?* |  |  |
| What key marketing strategies will you use to reach your target markets this year? |  |  |
| How are these tactics aligned to local, regional, or state marketing plans or campaigns? |  |  |
| How will these strategies differentiate your product/experience from other similar businesses? |  |  |
| How will you measure the results of these marketing strategies?  *E.g. Media coverage, social media engagement, web traffic, bookings* |  |  |

What awards or accreditations will you apply for this year?

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Responsible business

How will you progress your business’ environmental, social, economic and ethical responsibilities this year?

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|  | **SMART Goals** | **Strategies/actions to achieve goals** | **Means of measuring outcomes** |
| **Environmental responsibilities**  What will you do to be environmentally responsible?  *E.g.* *Reduce and offset emissions, reduce water use, reuse greywater, reduce resource use and waste, increase recycling, reduce fuel and electricity, improve energy efficiency* |  |  |  |
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| **Social responsibilities**  How will you improve the impact of your business on individuals in your community?  *E.g.* *Donate to local charities, sponsor local events, provide opportunities for community groups, employ locals, mentor other businesses, offer work experience* |  |  |  |
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| **Economic responsibilities**  How will you support the local economy?  *E.g. Buy from local suppliers, employ locals (how much you pay in salaries), sell local produce, waive conference room fees for local not-for-profit groups* |  |  |  |
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| **Ethical responsibilities**  How will you positively impact the community as a whole? What will you do to ‘do good’? How will you avoid​activities that harm?  *E.g.* *Partner with local Indigenous people to support maintenance of culture and Country, animal welfare, choice of suppliers and partners​ in the product distribution change, provide living wages and equal pay to women, distribute income to those involved/impacted; be inclusion of minority groups​, use Fair Trade and RSPCA approved products, reduce the impacts of gentrification, authentically represent​ local culture and history,​*  *how you engage your staff, guests and suppliers in these* |  |  |  |
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