

YOUR TOURS AND ACTIVITIES

What are you selling?*Describe your tours or activities in detail.***What resources will you need to get your trips running?***What tools do you need to take bookings and payments? Do you need an office space? Do you need additional guides or equipment to run your trips? List down everything you can think of.***What makes it special? What's your unique selling point?***Educational element? Luxurious experience? Family activities? Eco-tour?*

YOUR MARKET

Who will you sell your services to? Describe your ideal customer with as much detail as possible.*What do they wear? What hobbies do they have? How much do they spend on a trip?***Who else is selling in this market?***Where are your target customers going to find the services you want to provide? Look at both high-end and low-end services to find your niche.*

YOUR MONEY MAKING MODEL

How will you make money?*How much does running a trip cost? How much will you charge your customers? How much do you intend to make per trip?***How will people find out about your trips?***What distribution channels will you use to market and sell your tours and activities? List down all the online and offline channels you want to use.*

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What makes it special? What's your unique selling point?

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What resources will you need to get your trips running?

What tools do you need to take bookings and payments? Do you need an office space? Do you need additional guides or equipment to run your trips? List down everything you can think of.

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You can also download our [Marketing Campaign Planning worksheet](#) to develop a marketing campaign that works for your business.