

Up and go travel and tours business plan

[Sport & Tourism](#)



Our target market for these packages would include International and Tourist Groups, and students from Primary to Tertiary level.

Up and Go Travel and Tours shall likewise offer packages for corporate travel, family vacations, honeymoons. Our specialty includes travel packages within the state since Florida prides itself as a major tourist destination. We will also include in our menu of travel packages neighboring states. Our initial focus shall be bringing travelers to every tourist destination in the US, eventually expanding to Europe and Asia.

2. Market Analysis and Strategy

Despite the fact that competition in Florida could be stiff due to the existence of numerous travel agencies in the state, Up and Go Travel and Tours shall rise above the rest due to its personal approach in dealing with clients. We will offer travel packages but would be open to adjusting the details according to our client's requirements. We will also assign one Travel Specialist per client to assist him during the planning stage, to be in touch with him during the travel period and to offer any after-sales service as needed.

Since Tourism makes up the largest sector of the state company, a well-established client based is already present in the area. Aware of the presence of other well-established Travel Agencies in Florida, our products would be slightly different from their existing travel packages in such a way that our focus is more on Leisure and Educational Tours, with specific itineraries in mind. We do not just offer packages limited to flight and accommodation details. What we offer is a comprehensive travel package, complete with an itinerary and Travel Specialist whose services our client

would have the choice of availing of.

3. Marketing Plan

In order to instantly reach a large audience, Up and Go Travel and Tours shall subscribe to the web's primary search engines such as Google and Yahoo to promote its products. We will also seek accreditation in Tourist Establishments, Hotels, and Local City Governments to be able to advertise our products in these areas.

We shall touch base with educational groups, schools, and universities to offer our Educational Travel Packages to them. Our desire to serve International Clients will also have us try to seek accreditation in Tourist Establishments, Hotels, and schools in Europe and Asia.

4. Financial Analysis

The startup cost for the first 6 months amounts to approximately \$ 100, 000. 00, including payment for the office, merchandising and advertising, and other fixed operational costs. Target Return of Investment shall be within 18 months of operations.