

**FREE VERSION OF GROWTHINK'S  
ULTIMATE HOTEL BUSINESS PLAN  
TEMPLATE**

**[Company Logo]**  
(if applicable)

[Company Name]  
**BUSINESS PLAN**  
[Current Month], [Year]

[Name]  
[Title]  
[Company Name]  
[Address 1]  
[Address 2]  
[City, State Zip]  
Tel: [ ]  
Fax: [ ]  
Email: [ ]  
Website: [ ]

**CONFIDENTIAL**

*No offering is made or intended by this document. Any offering of interests in [Company Name] will be made only in compliance with Federal and State securities laws.*

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**PLEASE READ THIS FIRST:**

**NOTE: this is the Free version of Growththink's Ultimate Hotel Business Plan Template. Much of the information from the paid version, including the integrated financial graphs and charts have been removed from this version.**

The real version of Growththink's Ultimate Hotel Business Plan Template is much more than a fill-in-the-blanks template.

That template professionally guides you step-by-step so you can quickly, easily and expertly complete your business plan.

Perhaps most importantly, it includes complete financial projections. You simply enter some numbers (for example the # of products/services you expect to sell and the price), and Growththink's Ultimate Hotel Business Plan Template automatically builds your 5-year Income Statement, Balance Sheet and Cash Flow Statement. This service alone would cost thousands of dollars if you hired an accountant to complete it for you.

**To upgrade to the full, paid version of Growththink's Ultimate Hotel Business Plan Template, please go to**

**<https://businessplantemplate.growthink.com/hotel/>**

# **I. Executive Summary**

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## **Key Questions to Answer:**

- *What does your business do?*
- *What market need does your business solve?*
- *What are 4-7 reasons why your business will be successful?*
- *How much capital, if any, are you seeking for your business?*

## ***Sample from Growthink's Ultimate Hotel Business Plan Template:***

[Company Name], located at [insert location here] is a new, small, business-class hotel focused on providing rooms with a clean and modern character that is attractive to business visitors to the area. The Company's rooms will feature modern furniture, high-end technology and modern accessories.

### Services

[Company Name] will offer all of the standard business hotel services including daily room cleaning, free local calls, cable TV, a free wireless network and various other amenities. Additionally, the hotel will include a conference room seating up to 15 for meetings with conference call landlines, wireless internet, and a large flat screen.

### Customer Focus

[Company Name] will primarily serve business travelers who seek comfort, necessary amenities, and simplicity of services...

## **II. Company Overview**

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### ***Company Profile***

- *Where are you located?*
- *When were you formed?*
- *What is your legal entity form?*

### ***Company Vision/Mission Statement***

- *What goals is your company trying to achieve?*

### ***Past Accomplishments***

- *What successes has your company already achieved?*

### ***Sample from Growthink's Ultimate Hotel Business Plan Template:***

[Company Name], located at [insert location here], is a new, small, business-class hotel focused on providing rooms with a clean and modern character that is attractive to business visitors to the area. The Company's rooms will feature modern furniture, high-end technology and modern accessories.

[Company Name] was founded by [Founder's Name]. While [Founder's Name] has been in the hotel industry for some time, it was in [month, date] that he decided to launch [Company Name]. Specifically, during this time, [Founder] took a business trip to Madison, WI. During his trip, [Founder's Name] could not find a mid-level, business class hotel in the downtown area. After several visiting the hotel options in the city and learning of the expected growth in business travel to Madison, [Founder's Name] clearly recognized an opportunity that a business-class hotel would enjoy significant success in this area...

## **III. Industry Analysis**

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### ***Market/Industry Overview***

- *In what market(s) do you compete?*

### ***Market/Industry Trends***

- *What are the key market trend(s) and how does that effect you?*

### ***Relevant Market Size***

- *How large is your relevant market (the # of customers who can realistically buy from you)?*

### ***Sample from Growthink's Ultimate Hotel Business Plan Template:***

The industry is served by the American Hotel and Lodging Association which reports that it has 11,000 members in the hospitality industry. The AH&LA, citing Smith Travel Research, reports that the average rate for an overnight accommodation is \$106.55 and the average occupancy rate for the industry is 60% leading to a revenue per available room (RevPAR) of \$62. The association calculates an over 47,000 properties of 15 rooms or more, 4.3 million guest rooms, annual revenue of \$133 billion, an average of 1 billion room nights sold per year, and approximately \$27 billion in net profits.

Large companies include Marriott International, Hilton Hotels, Carlson Hotels, and Starwood Hotels and Resorts dominate the US hotel industry.

Major industry product lines are room fees and sales of food, alcoholic drinks, and merchandise. Room fees account for 70% of industry revenue, food is 15% and alcohol is 5%.

## **IV. Customer Analysis**

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### ***Customer Needs***

- *What are the key needs of your target customers?*

### ***Target Customer Profile***

- *Who are your target customers? Give a detailed demographic profile.*

### ***Sample from Growthink's Ultimate Hotel Business Plan Template:***

[Company Name] will serve the business travel market of [Insert location] and its immediate surrounding area.

The market we serve is value-conscious and has a desire for high comfort and basic amenities geared towards the business traveler's lifestyle.

The AH&LA writes that "the typical business room night is generated by a male (65%), age 35-54 (50%), employed in a professional or managerial position (44%), earning an average yearly household income of \$85,900. Typically, these guests travel alone (56%), make reservations (90%), and pay \$112 per room night."

The business traveler market is also described by the National Household Travel Survey of US Business Travel as follows:

## **V. Competitive Analysis**

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### ***Direct Competitors***

- *Who are your direct competitors? What are their strengths and weaknesses?*

### ***Indirect Competitors***

- *Who are your indirect competitors? What are their strengths and weaknesses?*

### ***Competitive Advantage***

- *What are your competitive advantages? Are these sustainable (can competitors emulate them)?*

### ***Sample from Growthink's Ultimate Hotel Business Plan Template:***

The following hotels are located within a 10 mile radius of [Company Name], thus providing either direct or indirect competition for customer acquisition:

#### **The Madison Concourse Hotel**

The Madison Concourse Hotel is Madison's leading hotel and has been in business for 20 years. The hotel offers a wide array of services and amenities that you typically find at a hotel.

The Madison Concourse offers luxury amenities, many of which are not necessary for business travelers and charges a high price for those amenities (\$200-300 per night). Furthermore, the hotel does not offer a small conference room, only larger meeting spaces. Additionally, this hotel does not offer wireless internet in sleeping rooms.

## **VI. Marketing Plan**

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### ***Branding***

- *What is your desired brand positioning?*

### ***Promotions Plan***

- *How do you plan to promote your company's products and/or services?*

### ***Sample from Growthink's Ultimate Hotel Business Plan Template:***

The Marketing Plan describes the type of brand [Company Name] seeks to create and the Company's planned promotions and pricing strategies.

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### **The [Company Name] Brand**

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The [Company Name] brand will focus on the Company's unique value proposition:

- Offering business-class rooms and services
- Offering a central location in the downtown area
- Providing excellent customer service

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### **Promotions Strategy**

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[Company Name] expects its target market to business travelers and leisure travelers mainly from the U.S and surrounding locations in the Midwest. The Company's promotions strategy to reach these individuals includes:

#### **Phone Prospecting**

[Company Name] will assign salespeople to contact area corporations to arrange for bulk corporate rates for their visitors depending on the volume of visitors they will have.

#### **Public Relations**

We will contact all local and regional area newspapers and television stations to tell them about the hotel opening and unique value proposition of [Company Name].

## **VII. Operations Plan**

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### ***Key Operational Processes***

- *What are the key operational processes that your organization needs to accomplish on a daily basis to achieve success?*

### ***Business Milestones***

- *What milestones will you need to accomplish over the next 1-3 years in order to achieve success?*

### ***Sample from Growthink's Ultimate Hotel Business Plan Template:***

In order to execute on [Company Name]'s business model, the Company needs to perform many functions including the following:

#### Administrative Functions

- General & Administrative functions including legal, marketing, bookkeeping, etc.
- Sourcing and storing supplies for the hotel and conference space
- Hiring and training staff
- Corporate sales to individuals and groups

#### Hotel Services

- Housekeeping

## **VIII. Management Team**

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*The Management Team section of the business plan must prove why the key company personnel are “eminently qualified” to execute on the business model.*

### **Management Team Members**

- *Who are the key members of your management team?*

### **Management Team Gaps**

- *Who do you still need to hire?*

### **Sample from Growthink’s Ultimate Hotel Business Plan Template:**

[Company Name] is led by [Founder’s Name] who has been in the hotel industry for 20 years.

While [Founder] has never developed a hotel from the ground up, he has worked in the hotel industry most recently as a general manager, and has held various different positions in the management chain over the last 20 years. As such [Founder] has in-depth knowledge of the hotel business including the operations side (e.g., running day-to-day operations) and the business management side (e.g., staffing, marketing, etc.).

## **IX. Financial Plan**

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### ***Revenue Model***

- *In what ways do you generate revenues?*

### ***Financial Highlights***

- *What are your topline 5-year financial projections?*

Go to <https://businessplantemplate.growthink.com/hotel/> for the paid template that automatically generates your 5-year financial projections

### ***Funding Requirements/Use of Funds***

- *How much money do you need to start and/or run your business? What are the primary uses of these funds?*

### ***Sample from Growthink's Ultimate Hotel Business Plan Template:***

[Company Name]'s revenues will come from hotel room occupancy and conference room rentals.

The major costs for the company will be salaries of the staff and cost to maintain the standard of the hotel. In the initial years, the company's marketing spend will be high, as it establishes itself in the market.

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### **Capital Requirements and Use of Funds**

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[Company Name] is seeking a total funding of \$3,000,000 to launch the hotel. The capital will be used for funding capital expenditures, manpower costs, marketing expenses and working capital.

Specifically, these funds will be used as follows:

- Hotel design/build: approximately \$2,500,000
- Working capital: approximately \$500,000 to pay for Marketing, salaries, and lease costs until [Company Name] reaches break-even

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### ***Key Assumptions & Forecasts***

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	FY 1	FY 2	FY 3	FY 4	FY 5
<b>Revenues</b>					
Hotel	\$1,980,125	\$2,832,031	\$3,409,160	\$3,783,447	\$4,100,713
<b>Total Revenues</b>	<b>\$1,980,125</b>	<b>\$2,832,031</b>	<b>\$3,409,160</b>	<b>\$3,783,447</b>	<b>\$4,100,713</b>
<b>Expenses &amp; Costs</b>					
Cost of goods sold	\$455,429	\$623,047	\$681,832	\$718,855	\$738,128
Lease	\$0	\$0	\$0	\$0	\$0
Marketing	\$149,006	\$141,602	\$170,458	\$189,172	\$205,036
Salaries	\$721,095	\$797,115	\$1,014,687	\$1,119,408	\$1,164,185
Initial expenditure	\$50,000	\$0	\$0	\$0	\$0
<b>Total Expenses &amp; Costs</b>	<b>\$1,375,530</b>	<b>\$1,561,763</b>	<b>\$1,866,977</b>	<b>\$2,027,436</b>	<b>\$2,107,349</b>
<b>EBITDA</b>	<b>\$604,595</b>	<b>\$1,270,268</b>	<b>\$1,542,183</b>	<b>\$1,756,011</b>	<b>\$1,993,364</b>
Depreciation	\$372,760	\$372,760	\$372,760	\$372,760	\$372,760
<b>EBIT</b>	<b>\$231,835</b>	<b>\$897,508</b>	<b>\$1,169,423</b>	<b>\$1,383,251</b>	<b>\$1,620,604</b>
Interest	\$164,782	\$144,184	\$123,586	\$102,988	\$82,391
<b>PRETAX INCOME</b>	<b>\$67,054</b>	<b>\$753,324</b>	<b>\$1,045,837</b>	<b>\$1,280,263</b>	<b>\$1,538,213</b>
Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Taxable Income	\$67,054	\$753,324	\$1,045,837	\$1,280,263	\$1,538,213
Income Tax Expense	\$23,469	\$263,663	\$366,043	\$448,092	\$538,375
<b>NET INCOME</b>	<b>\$43,585</b>	<b>\$489,661</b>	<b>\$679,794</b>	<b>\$832,171</b>	<b>\$999,839</b>
Net Profit Margin (%)	2.2%	17.3%	19.9%	22.0%	24.4%

## **X. Appendix**

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### ***Sample from Growthink's Ultimate Hotel Business Plan Template:***

The following pages present detailed financial projections for [Company Name] over the next five years. The specific tables to follow include:

- Startup Costs
- 5 Year Annual Income Statement
- 5 Year Annual Balance Sheet
- 5 Year Annual Cash Flow Statement
- Quarterly Income Statement for First 3 Years
- Quarterly Balance Sheet for First 3 Years
- Quarterly Cash Flow Statement for First 3 Years

**Attention Entrepreneurs:** Now, if you want to finish your business plan FAST and you don't want to struggle with your financial model, then you're in luck...

# "Finish Your Business Plan Today With Growthink's Fully Customizable Hotel Business Plan Template."



As seen in: **FORTUNE** THE WALL STREET JOURNAL The New York Times **Entrepreneur** **Forbes** **VentureBeat**  
**BusinessWeek** **SmartMoney** **FOX** **Deal** Los Angeles Times **Inc.**

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