



Vacation Rental Business Plan Template

Use this vacation rental business plan to determine your strategy to achieve financial, marketing, and business goals.

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1. Executive summary

Write an overview of your business.

About you

Your business experience

Short and long-term goals for your business or success factors

About your property (location, type of unit, if it's seasonal)



2. Company description

Give a detailed explanation about your company/startup.

Mission statement

Unique selling point (USP)

Value proposition



3. Business goals

Explain your business objectives in detail. Use your preferred goal-setting methodology (S.M.A.R.T, H.A.R.D, or W.O.O.P.).

Financial

Operational

Marketing



4. Guest personas

Define your target guest and list their features.

Name

Demographics (age, location, income, level of education)

Motivations

Interests

Behavioral traits

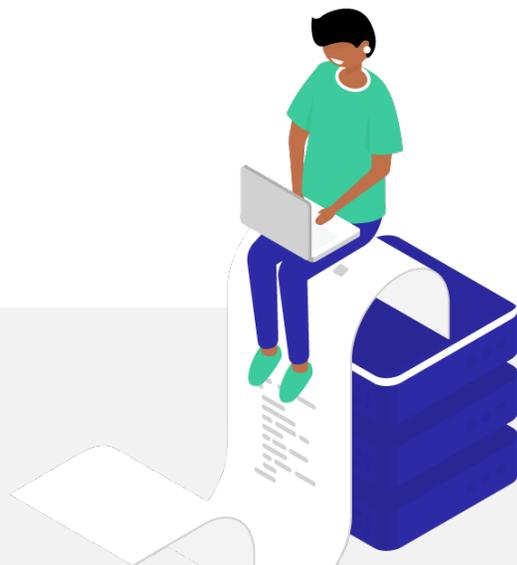
Booking habits

Preferred OTA

5. Value proposition

Outline your property's added value.

Why should guests choose you?



6. Competitive analysis

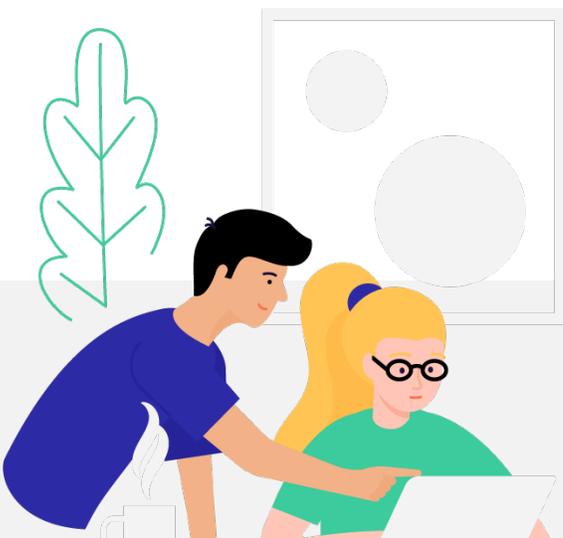
Write the findings of your competitors, industry, and market research.

Location: advantages, disadvantages, and opportunities

Nightly rate benchmark

Type of units

Listings: advantages, disadvantages, and opportunities



7. Operations and teams

Outline your operations plan and goals, for each section include: costs, tools/brands, and staff.

Inventory management

Bookkeeping

Smart appliances

Guest communication

Channel management



8. Expenses

List your fixed and variable costs.

Fixed costs: mortgage, payroll, software, taxes, insurance

Variable costs: utility bills, maintenance, and cleaning services



9. Pricing and revenue management

Define your minimum nightly rate and your dynamic pricing tool

Minimum nightly rate to meet expenses

Dynamic pricing tool to use and why.



10. Financial plan for growth

List the actions you'll take to reach your financial growth and the relevant milestones for growing your business.

Debt and installments

Expected ROI in 12 months

Expected monthly net income

Loss projection

Financial milestones (X ARR, ROI, CoC)



11. Marketing and distribution

Outline your marketing and channel distribution strategy with goals and milestones.

Guest persona frequently visited OTAs

Channel distribution selection (mix niche and global OTAs)

Additional marketing efforts (social media, paid ads, SEM)



12. Appendix

Add documents, graphics, and relevant information

