

TRAVEL AGENCY BUSINESS PLAN 2026

COMPLETE STARTER KIT FOR HOME-BASED AGENTS

Your 30-Day Path to First Paying Clients

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1. EXECUTIVE SUMMARY WORKSHEET

Fill this first—your one-page business card

AGENCY NAME: _____

Positioning Statement (fill the blanks):

"I specialize in [niche] trips for [client type] so they can [outcome] without [problem]."

Examples:

- "Honeymoon trips for busy professionals so they relax without planning stress."
- "Family Europe vacations for Indian parents so kids love travel without chaos."

YOUR STATEMENT:

3-Month Goals:

Month 1: _____ trips booked, \$_____ revenue

Month 3: _____ trips booked, \$_____ revenue

Business Model:

- Host agency partner (recommended for beginners)
- Independent (experience needed)
- Local office + online

2. NICHE SELECTION WORKSHEET

Why niche matters: General agents struggle. Specialists book 2–3x more trips.

Step 1: Rate these niches (1–10 interest + demand in your market)

Niche | Interest (1–10) | Local Demand | Score

Honeymoons/Weddings | _____ | _____ | _____

Family Vacations | _____ | _____ | _____

Adventure Travel | _____ | _____ | _____

Luxury/High-End | _____ | _____ | _____

Solo Female Travel | _____ | _____ | _____

Senior Travel | _____ | _____ | _____

Corporate Trips | _____ | _____ | _____

Cruises | _____ | _____ | _____

YOUR TOP 3 NICHES: 1st: _____ 2nd: _____ 3rd: _____

Step 2: Final Niche Decision

Primary niche (focus 100% here first): _____

3. IDEAL CLIENT AVATAR BUILDER

Demographics

- Name (give them a nickname): _____
- Age: _____
- Gender: M F Family Couple
- Location: _____
- Income: \$ / ₹ _____ per year
- Family status: _____

Psychographics

- Main travel goal: _____
- Budget comfort zone: \$ / ₹ _____ per trip
- Biggest fears about travel:
 1. _____
 2. _____
 3. _____

Where they hang out online:

Instagram Facebook Groups YouTube Pinterest LinkedIn

Sample conversation starters for them:

- "Planning [their goal] but worried about [their fear]?"
- "Here's how I helped someone just like you..."

4. SERVICE MENU + PRICING CALCULATOR

3-Tier Service Model (proven structure)

TIER 1: BASIC | TIER 2: SIGNATURE | TIER 3: PREMIUM

Duration: 3–7 days | 7–14 days | 14+ days/custom

Fee: \$199 | \$399 | \$799+

Commission target: 10% | 12% | 15%+

Best for: Domestic/short | International | Luxury/groups

YOUR PRICES:

Basic: \$ / ₹ _____

Signature: \$ / ₹ _____

Premium: \$ / ₹ _____

Revenue Calculator (fill in your numbers):

Average trip value: \$ _____

× Commission rate: %

= Commission income: \$ _____

• Planning fee: \$ _____

= Total per trip: \$ _____

Bookings needed per month for \$5,000 income:

\$5,000 ÷ \$ _____ per trip = _____ trips/month

5. STARTUP BUDGET BREAKDOWN

Category A: Legal & Compliance (\$300–\$800)

Business registration: \$100–\$400

E&O insurance: \$150–\$400/year

Contracts/templates: \$0–\$100

Category B: Tech & Tools (\$200–\$600)

Website/domain: \$100–\$300

- Email/CRM: \$0–\$30/month
- Scheduling tool: Free–\$15/month

Category C: Marketing (\$100–\$500)

- Logo/branding: \$50–\$200
- Lead magnet design: \$0–\$100
- Business cards: \$20–\$50

YOUR TOTAL BUDGET:

Low end: \$_____ | High end: \$_____

Monthly burn rate: \$_____ (after startup)

6. REVENUE PROJECTION MODEL

Conservative Year 1 Forecast

Month | Consult Calls | Trips Booked | Revenue

1		5		1		\$_____
2		8		2		\$_____
3		12		3		\$_____
6		20		6		\$_____
12		25		8		\$_____

Total Year 1 Revenue Goal: \$_____

Key Assumptions:

- Average revenue/trip: \$_____
- Conversion rate: 25–40% of calls → bookings

7. 90-DAY EXECUTION CALENDAR

Week 1: Foundation

- Pick niche + create avatar

- Register business name
- Join host agency (optional)
- Buy domain + set up email

Week 2: Offer Creation

- Finalize 3 service tiers + prices
- Create simple landing page
- Write first lead magnet outline

Week 3: Content Engine

- Design lead magnet (5–10 pages)
- Set up 2 social profiles
- Create 10 post ideas

Week 4: Lead Capture

- Set up lead form + email autoresponder
- Schedule first 10 posts
- Create discovery call script

Weeks 5–8: Momentum

Daily: 1 post + 10 comments

Weekly: 5 calls + 1 lead magnet promotion

Goal: 2–3 bookings

Weeks 9–12: Scale

- Refine what's working
- Ask for testimonials

- Add paid ads (\$50–\$100 budget)
Goal: 5–8 bookings/month

8. 30-DAY CONTENT CALENDAR

Day 1: "Why I became a [niche] specialist"
Day 2: "3 mistakes people make booking [niche]"
Day 3: "[Client fear] – here's what to do instead"
Day 4: Client win story (or hypothetical)
Day 5: "Quick tip: [niche tip]"

YOUR 7 CONTENT TYPES:

1. Mistakes/warnings
2. Quick tips
3. Client stories
4. Behind-the-scenes
5. Q&A
6. Destination spotlights
7. Lead magnet promotion

9. SALES SCRIPTS LIBRARY

Script 1: DM Response (3 lines max)

"Hi! Planning [trip type]?
Most people miss [mistake].
Want my free checklist?"

Script 2: Discovery Call Opener

"Thanks for hopping on! Tell me:

- Where are you thinking?
- Who's traveling?
- Budget range?
- Timeline?
- What worries you most?"

Script 3: Close the Sale

"Perfect. Here's what I recommend:

- [Service] at \$_____
- Includes [3 benefits]
- Most clients see [outcome]
Ready to get started today?"

10. MONTHLY PERFORMANCE DASHBOARD

Month: _____

METRIC | TARGET | ACTUAL | NOTES

Consult calls | _____ | _____ | _____

Bookings | _____ | _____ | _____

Revenue | \$_____ | \$_____ | _____

New leads | _____ | _____ | _____

Best content | _____ | _____ | _____

NEXT STEPS:

1. PRINT THIS DOCUMENT
2. FILL SECTIONS 1–4 TODAY
3. JOIN A HOST AGENCY THIS WEEK

4. POST YOUR FIRST PIECE OF CONTENT TOMORROW

Your first \$1,000 client is waiting.
