

# TRAVEL AGENCY BUSINESS PLAN 2026

## COMPLETE STARTER KIT FOR HOME-BASED AGENTS

Your 30-Day Path to First Paying Clients

---

### TABLE OF CONTENTS

1. Executive Summary Template
  2. Niche Selection Worksheet
  3. Client Avatar Builder
  4. Service Menu + Pricing Calculator
  5. Startup Budget Breakdown
  6. Revenue Projection Model
  7. 90-Day Action Plan
  8. Content Calendar Template
  9. Sales Scripts Library
  10. Monthly Tracker Dashboard
- 

### 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.**

---