



# Glamping business plan template

## 1. Executive summary

Brief introduction to your glamping business, its USP, and target market. Highlight financial projections and leave investors wanting more.

## 2. Company description

Paint a vivid picture of your glamping site, focusing on unique features, accommodations, amenities, and the atmosphere you create.

## 3. Market analysis

Briefly summarise industry trends, target market, and competitor analysis, highlighting how your business fills any gaps.

## 4. Marketing strategy

Showcase how you'll attract guests, from social media magic to website storytelling. Briefly mention partnerships, events, and targeted advertising.

## 5. Management team

Introduce your passionate and experienced team, highlighting their relevant skills and qualifications.

## 6. Financial projections

Present realistic cost estimates, revenue forecasts, and profitability potential. Be specific about return on investment for investors.

## 7. Operational plan

Explain how your glampsite runs. Briefly mention booking system, guest logistics, staff roles, maintenance, security, and sustainability initiatives.

## 8. Growth strategy

Briefly outline your vision for expansion, new offerings, and long-term goals. Include stunning photos and videos that capture your glamping haven's magic.

