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Hotel Business Plan **Toolkit** for Hoteliers

Everything you need to plan, launch, and grow a profitable hotel —
from your first business plan to your first booking.



Hotel Business Plan Template



Startup Cost Planner



Hotel Licence Checklist (India)



Financial Projection Sheet



Technology Planning Checklist



Hotel Launch Roadmap

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What's Inside This Toolkit

Five ready-to-use tools to help you plan, fund, and launch your hotel.

1

Hotel Business Plan Template

A structured, section-by-section template covering all key areas of a hotel business plan — ready to fill in.



2

Hotel Startup Cost Planner

An editable cost planning table to estimate your total investment across all major expense categories.



3

Hotel Licence Checklist for India

A one-page checklist of all essential licences, registrations, and approvals required to open a hotel in India.



4

Hotel Financial Projection Sheet

A simple worksheet to model your occupancy, ADR, RevPAR, revenue, EBITDA, and break-even targets.



5

Hotel Technology Planning Checklist

A prioritised checklist of the technology tools every hotel needs — from PMS to channel manager to booking engine.



How to use this toolkit: Work through each section in order. The business plan template gives you the overall structure. Use the cost planner, financial sheet, licence checklist, and technology checklist to fill in the details as you build your plan.

1

Hotel Business Plan Template

Use this template as your master document. Each section is pre-structured with prompts to guide your writing. Fill in the fields relevant to your property type and market.

1

Executive Summary

Write this section last. Summarise your hotel concept, market opportunity, and key financial highlights in 150–200 words.

Hotel Name

Enter hotel name...

Property Type

e.g. Boutique, Budget, Mid-scale, Luxury...

Location

City / State / Market...

Number of Rooms

Enter room count...

Target Market

e.g. Business travellers, leisure tourists, families...

Total Investment Required

₹ _____

Projected Break-even

e.g. Year 3 at 65% occupancy...

Business Summary

2

Hotel Concept & Company Overview

Describe your hotel's vision, positioning, and what makes it unique. Include your business structure and ownership details.

Business Structure

e.g. Private Limited, LLP, Proprietorship...

Hotel Positioning

e.g. Eco-friendly boutique, Heritage property, Business hotel...

Unique Selling Proposition (USP)

Key Facilities & Amenities

Vision Statement

3 Market Analysis & Competitor Analysis

Analyse your local market, demand drivers, and key competitors. Use this to validate your pricing and positioning strategy.

Competitor Name	Property Type	No. of Rooms	Avg. Rate (₹)	Occupancy Est.	Key Strengths
-----	-----	-----	-----	-----	-----
-----	-----	-----	-----	-----	-----
-----	-----	-----	-----	-----	-----

Primary Demand Drivers e.g. Corporate travel, Tourism, Weddings, Pilgrimage...

Market Gap / Opportunity

Seasonality Pattern e.g. Peak: Oct–Mar · Low: Jun–Aug...

4 Marketing & Distribution Strategy

Outline how you will attract guests and drive bookings across all channels.

Channel	Platform / Partner	Target % of Bookings	Commission / Cost
Direct Website	-----	-----	0%
OTA 1	-----	-----	-----
OTA 2	-----	-----	-----
Corporate Contracts	-----	-----	-----
Travel Agents / GDS	-----	-----	-----









5 Operations Plan





Describe how the hotel will operate day-to-day, including staffing, key departments, and service standards.


Department	Key Responsibilities	No. of Staff	Monthly Cost (₹)
Front Office	-----	-----	-----
Housekeeping	-----	-----	-----
Food & Beverage	-----	-----	-----
Maintenance	-----	-----	-----
Management	-----	-----	-----

2 Hotel Startup Cost Planner

Use this planner to estimate your total startup investment. Fill in your estimated costs for each category. The total will give you a clear funding requirement figure for your business plan and investor presentations.

Expense Category	Estimated Cost (₹)	Notes / Assumptions
 Property / Land / Lease Purchase, lease deposit, or land acquisition cost	₹ _____	
 Construction & Renovation Civil work, structural changes, interiors	₹ _____	
 Furniture, Fixtures & Equipment Rooms, lobby, restaurant, common areas	₹ _____	
 Technology Stack PMS, Channel Manager, Booking Engine, hardware	₹ _____	
 Licences & Registrations Trade Licence, GST, FSSAI, Fire NOC, etc.	₹ _____	
 Pre-Opening Staffing & Training Recruitment, onboarding, training costs	₹ _____	
 Marketing & Pre-Opening Budget Website, social media, OTA setup, PR, launch	₹ _____	
 TOTAL ESTIMATED INVESTMENT	₹ _____	

Expense Category	Estimated Cost (₹)	Notes / Assumptions
 Kitchen & F&B Equipment Restaurant equipment, crockery, supplies	₹ _____	
 Utilities & Infrastructure Electrical, plumbing, HVAC, generator	₹ _____	
 Working Capital Reserve Operating costs for first 3–6 months	₹ _____	
 Miscellaneous / Contingency (10%) Unexpected costs and overruns	₹ _____	
TOTAL ESTIMATED INVESTMENT		₹ _____

 **Planning Tip:** Always add a 10–15% contingency buffer to your total investment estimate. Renovation costs, licensing delays, and pre-opening expenses regularly exceed initial projections. A realistic cost estimate strengthens your credibility with investors and lenders.

BUDGET HOTEL
₹50L – ₹5Cr
 Typical range

MID-SCALE HOTEL
₹10Cr – ₹50Cr
 Typical range

LUXURY HOTEL
₹100Cr+
 Typical range

3

Hotel Licence Checklist for India

Before opening your hotel, you must obtain the following licences and registrations. Requirements may vary by state and property type. Start the application process early — some approvals can take several weeks or months.



Trade Licence

Issued by the local municipal authority. Allows the hotel to legally operate as a business within the jurisdiction.



GST Registration

Mandatory for hotels with annual turnover above ₹20 lakh. Required for collecting and remitting GST on room and service charges.



FSSAI Licence

Required for all hotels serving food and beverages. Issued by the Food Safety and Standards Authority of India.



Fire Safety NOC

Issued by the state fire department after inspection. Mandatory before opening and must be renewed periodically.



Police NOC

Required in most states for guest accommodation businesses. Ensures compliance with guest registration and security norms.



Shops & Establishments Registration

Covers employment conditions, working hours, and business operation compliance under state-specific laws.



Pollution Control Approval

May be required depending on property size and services. Issued by the State Pollution Control Board.



Bar Licence

Required if the hotel serves alcoholic beverages. Issued by the state excise department. Rules vary significantly by state.



Building Plan Approval

Required for new construction or major renovation. Obtained from the local municipal authority or development authority.



Eating House Licence

Required in some states for hotels operating restaurants open to the public. Check local regulations for applicability.



Music & Entertainment Licence

Required if the hotel hosts live music, events, or entertainment. Issued by the local police or municipal body.



HRACC Star Classification

Optional but recommended for hotels targeting premium segments. Issued by the Ministry of Tourism after property inspection.

⚠ Important: Licensing requirements vary by state, city, and property type. Always verify the specific requirements with your local municipal authority and a legal advisor before starting the application

process. Factor licence timelines into your pre-opening schedule.

 **Licence Tracker — Notes & Status**

Licence / Registration	Issuing Authority	Application Date	Expected Approval	Status
Trade Licence	-----	-----	-----	-----
GST Registration	-----	-----	-----	-----
FSSAI Licence	-----	-----	-----	-----
Fire Safety NOC	-----	-----	-----	-----

4 Hotel Financial Projection Sheet

Use this worksheet to model your hotel's financial performance over three years. Start with conservative assumptions and use the industry benchmarks below as a reference point.


INDIA HOTEL INDUSTRY BENCHMARKS (REFERENCE)

OCCUPANCY RATE 70–72% Industry average	ADR / ARR ₹7,800–8,000 Average Daily Rate	REVPAR ₹5,800–6,200 Rev Per Available Room
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3-YEAR REVENUE & PROFITABILITY PROJECTION

Metric	Year 1	Year 2	Year 3	Notes
ROOM REVENUE INPUTS				
Total Available Rooms	Enter	Enter	Enter	No. of rooms × 365 days
Target Occupancy Rate (%)	___%	___%	___%	Start conservative: 50–60%
Average Daily Rate — ADR (₹)	₹___	₹___	₹___	Based on competitor rates
REVENUE CALCULATIONS				
RevPAR (₹)	₹___	₹___	₹___	ADR × Occupancy %
Room Revenue (₹ Lakhs)	₹___L	₹___L	₹___L	Rooms sold × ADR
F&B Revenue (₹ Lakhs)	₹___L	₹___L	₹___L	Estimate 20–30% of room rev
Other Revenue (₹ Lakhs)	₹___L	₹___L	₹___L	Events, spa, parking, etc.
Total Revenue (₹ Lakhs)	₹___L	₹___L	₹___L	
COSTS & PROFITABILITY				

Metric	Year 1	Year 2	Year 3	Notes
Total Operating Expenses (₹ Lakhs)	₹ ___L	₹ ___L	₹ ___L	Staff, utilities, F&B, marketing
EBITDA (₹ Lakhs)	₹ ___L	₹ ___L	₹ ___L	Revenue minus OpEx
EBITDA Margin (%)	___%	___%	___%	Target: 25–35%
Break-even Occupancy (%)	___%	___%	___%	OpEx ÷ (Rooms × ADR × 365)

 **How to Calculate Break-even Occupancy:** Divide your total annual operating costs by (Total Rooms × ADR × 365). For example, if operating costs are ₹1.2 Cr, rooms = 30, ADR = ₹4,500 and days = 365, break-even occupancy = $1,20,00,000 \div (30 \times 4,500 \times 365)$ = approximately 24.4%. This is the minimum occupancy needed to cover costs.

5

Hotel Technology Planning Checklist

Technology is a critical investment for every modern hotel. Use this checklist to plan your technology stack before launch. Prioritise the tools marked as Essential — they directly impact revenue, operations, and guest experience.



Property Management System (PMS)

Manages reservations, front desk operations, housekeeping assignments, guest profiles, and billing from a single platform.

Essential



Channel Manager

Synchronises room rates and availability across all OTAs and booking channels in real time. Prevents overbookings and rate discrepancies.

Essential



Hotel Booking Engine

Enables commission-free direct bookings through your hotel website. Reduces OTA dependency and improves profitability per booking.

Essential



Revenue Management Tools

Supports data-driven pricing decisions based on demand, seasonality, competitor rates, and booking patterns to maximise RevPAR.

Essential



Payment Gateway Integration

Processes online payments securely through your booking engine and website. Improves guest booking experience and reduces payment friction.

Recommended



OTA Integrations

Connects your property to MakeMyTrip, Booking.com, Agoda, Goibibo, Expedia, and other key booking platforms through the channel manager.

Essential



PMS Integrations

Connects your PMS to the channel manager, booking engine, payment gateway, and other hotel systems for seamless data flow.

Recommended



Reputation Management Tool

Monitors and manages guest reviews across OTAs, Google, and TripAdvisor. Helps maintain ratings that directly influence bookings.

Optional



Guest Communication Tool



Hotel Website (SEO-Optimised)

Automates pre-arrival, in-stay, and post-stay communications via email or WhatsApp. Improves guest experience and encourages direct rebookings.

Optional

A professional, mobile-friendly website with integrated booking engine is essential for capturing direct bookings and building brand credibility.

Essential

 **Technology Budget Planner**

Technology	Provider / Solution	Monthly Cost (₹)	Annual Cost (₹)	Status
PMS	-----	-----	-----	-----
Channel Manager	-----	-----	-----	-----
Booking Engine	-----	-----	-----	-----
Revenue Management	-----	-----	-----	-----
Payment Gateway	-----	-----	-----	-----

 Typical technology stack budget: ₹5,000–₹11,500 per month depending on property size and features.

Ready to set up your hotel technology stack?

AxisRooms provides Channel Manager, Booking Engine, and Revenue Management tools trusted by 50,000 hotels across the globe. Our team helps you get set up, integrated, and live — fast.

[Book a Free Demo →](#)

AxisRooms

From Business Plan to **First Booking**

AxisRooms helps hotels manage distribution, drive direct bookings, and grow revenue with a connected suite of hospitality technology solutions.



Channel Manager

Sync rates across all OTAs in real time



Booking Engine

Drive commission-free direct bookings



Revenue Management

Smarter pricing to maximise RevPAR

[Book a Free Demo Today →](#)

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