

# **The Green Vacation Location Business Plan**

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# Business Plan

## II. Problem Summary

Triple R has researched and developed sustainable and attractive ways for tourists to have a true Green Vacation. Team Triple R has pursued this research and development due to the negative social, environmental, and economic effects that the lack of recycling in the hospitality industry can, and is, causing. According to a previous survey conducted by the American Hotel and Lodging Association, only 40 percent of hotels have recycling program that is implemented (Stellin). Without recycling programs in place and actively implemented hotels are losing money, hurting the environment, and negatively impacting the surrounding communities. Recycling can save lodging facilities thousands of dollars a year as it is cheaper for industries to dispose of recycling materials than other waste disposal. In addition to disposal costs, by reusing materials and products within the lodging facility, the lodging industry is able to save money on the product, time, and shipping and handling costs of the new product to be delivered. Recycling is the action of reducing waste, and the benefits of doing so will pay off for the planet and the accounting books for the lodging industry. Recycling products, sorting recycling versus trash, having reusable products, reusing water, and reusing everyday supplies will reduce the pollution and harmful toxins that are released every time the products are made in a factory and transported to their destination. The frequent use of one-time materials in lodging industry increases pollution, costs, and negatively impacts their community due to the increased pollution.

The lack of recycling is impacting the surrounding community of the lodging facility, the employees and the guests. The surrounding community is negatively impacted when a lodging facility does not offer, promote, and enforce a recycling program because this increases the amount of toxins and pollutants that the facility is releasing and causing. Therefore impacting the lives of those who are surrounded by it. Additionally, in areas in the world where water and materials are not easily accessed or plentiful by the majority of the community, the increased usage by the lodging facility could be taking away the much needed resources of members within the community. The employees of the lodging facility are impacted by the lack of recycling programs as they are responsible for taking out more trash and taking it out more frequently in comparison to multi-use products such as glass or metal cups, plates, and utensils. Additionally, staff is responsible for not only hauling out more used products but for ordering, securing, and unloading the new products that are constantly getting shipped to the facility. Lastly, the guests are impacted by the lack of a recycling program as the hotel does not give them the option to be environmentally conscious and friendly. This can cause distaste for several tourists, as activity they take part in at the lodging facility, they are aware that they are causing a negative impact on the environment.

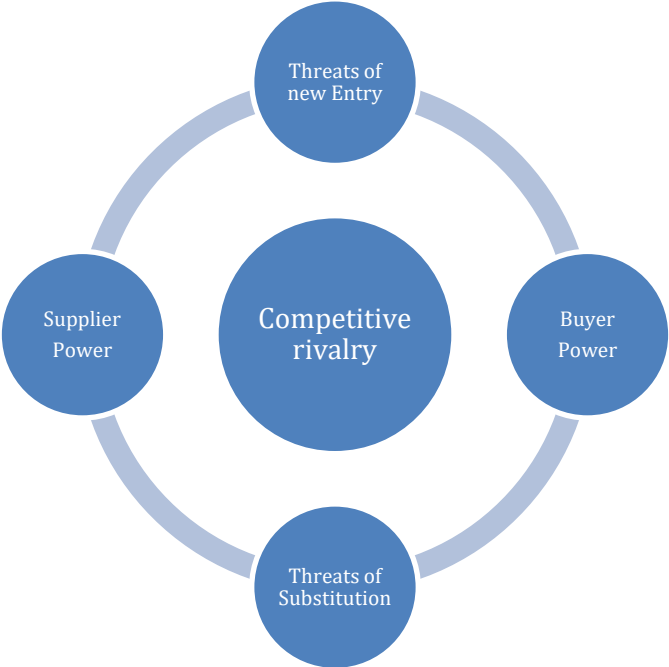
## III. Solution Summary

Triple R plans to solve the problems found by creating a “Green Vacation Location.” The Green Vacation Location is a Bed & Breakfast type of setting in which all materials are recycled or are items that have been reused. From the carpet on the floor to the artwork on the walls, all items have been made from something else that had completed its previous use. Triple R finds the material for it's locations by cleaning the local area surrounding the location. You will find

many Green Vacation locations near water sources as we have a top of the line water waste filtering system that allows us to reuse items that have been dumped and recycle the water back to a healthier state. Triple R's Green Vacation promotes tourism as the locations are not only made from unique material, they are also the top of line in quality and comfort which entices many visitors from near and far. Triple R's customers range from business men and women to locals looking for a weekend "stay-cation." Because of the "Bed & Breakfast" type of setting, it is most beneficial for travelers to stay for multiple days, but even those who stay for one day have a great experience viewing the locally made, reusable art work, utilizing the solar powered amenities, and many other features! The prototype of the Green Vacation is merely one room of many eco-friendly, recycled, comfortable locations.

Along with constructing an entirely recycled bed and breakfast facility the goal of our project will be to create awareness of our efforts being done to use recycled products as well as clean up the waterways and surrounding communities. By creating awareness this will be an effective way to market and show all of the positive aspects and benefits that our Green Vacation spot has to offer. We want our customers to be as excited as we are about the opportunities associated with a completely recycled product bed and breakfast destination. The bed and breakfast has the potential to inspire other communities and business to do similar activities and contribute to the overall goal of sustainability, to help to preserve and save the environment. By increasing awareness about the different aspects of the Green Vacation project the goal is to increase tourism and the number of people that visit our recycled bed and breakfast location.

**Competitive Evaluation**  
**Competition Analysis 5s Forces**



**Competitive rivalry:**  
 Number of direct competitors are high (Hotels, Breakfast and Bed)

Comparing the prices with service quality and innovation through new green experience make the G.V.L more attractive to the market.

### **Buyer Power**

Providing a low price service, applying a new leisure style for the buyer, the actual interacting with the local during the vacation, having the chance to know more about other culture.

### **Threats of substitutions**

Needs to accommodation with a high quality service and luxury could be a threat

### **Supplier Power**

Availability of local with a good knowledge in touristic places

Availability of food and beverage supplies all around the place

Availability of health centers and entertainment activities

### **Threats of new entry**

Internal and external competitors with capitals

## **IV. Market Analysis/Target Market**

The target customers are business and leisure travelers throughout the year. Forty percent of lodging customers are staying for business related reasons, while sixty percent are at the facility due to leisure traveling (American Hotel & Lodging Association). The target customer would opt to choose a green vacation due to its sustainability and positive environmental impact. We could reach these travelers with marketing mainly online through social media and traveling agency sites where travelers visit to book their stays and read reviews. Key partners are going to include employee staff members, as they will be counted on for educating guests, giving the proper information, and explaining the purpose of the program. Key suppliers will include companies that sell and distribute reusable and recyclable materials for lodging industries for the rooms and common areas. This can include kitchen supplies, food, paper suppliers, bedding, appliances, lighting, landscape, and art suppliers for the lodging facility.

There are estimated to be forty percent of current lodging facilities in the United States that have implemented and are utilizing a form of a recycling program within their hotel (Stellin). It is unknown however as to how extensive, beneficial, or followed through these programs are across the United States. The Green Vacation would be unlike anything offered before, instead of just implementing a program that would include putting a recycling container in each room; it would be an in-depth program that analyzes each aspect of a customer's visit, and then has brainstormed solutions on how to approach the various aspects in regards to being socially, economically, and environmentally responsible.

### **According to ministry of tourism in Jordan**

Visitor exports are a key component of the direct contribution of Travel & Tourism. In 2017, Jordan generated JOD3, 666.1mn in visitor exports. In 2018, this was grow by 8.7%, and the country is expected to attract 4,425,000 international tourist arrivals. By 2028, international tourist arrivals are forecast to total 6,034,000, generating expenditure of JOD6, 404.9mn, an increase of 4.8%

Leisure travel spending (inbound and domestic) generated 88.0% of direct Travel & Tourism GDP (global gross domestic profit) in 2017 (JOD3, 455.4ml) compared with 12.0% for business travel spending (JOD470.8ml). Leisure travel spending is expected to grow by 8.8% in 2018 to JOD3,759.5ml, and rise by 4.8% to JOD5,980.1mn in 2028, Business travel spending is expected to grow by 8.6% in 2018 to JOD511.3ml, and rise by 5.3% pa to JOD854.9ml in 2028.

## V. SWOT Analysis

<b>G.V.L SWOT</b>	
<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>Raise Awareness</li> <li>Reduce (plastic, paper, food wastes)</li> <li>Save energy</li> <li>Save Natural resources</li> <li>Encourage local artists</li> <li>Exchange things (Reuse)</li> <li>Technology</li> </ul>	<ul style="list-style-type: none"> <li>Costs</li> <li>Trained employees</li> <li>finding an qualified place frecyclng</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>Income</li> <li>Economy support</li> <li>Raise employment</li> <li>Awareness</li> <li>Volunteers</li> <li>Media</li> <li>Government support</li> <li>NGOs Fund</li> </ul>	<ul style="list-style-type: none"> <li>Indirect competitors (Hotels, Breakfast and Bed)</li> <li>Disasters</li> <li>Resistant to change</li> <li>Media</li> <li>Transportation</li> <li>Language</li> </ul>

## VI. PESTEL Analysis

<u>Political</u>	<u>Economy</u>	<u>Social</u>	<u>Technological</u>	<u>Environm ental</u>	<u>Legal</u>
. Political stability	. Exchange rates	. Eco. Friendly awareness	. Level of innovation	. Climate changes	. Employment laws
. Tax Policies	. unemployment rates	. Cultural barriers	. Technological awareness	regarding to global	. Consumer protection laws
. Trade restrictions	. lawns interests rates	. Lifestyle attitudes	. Technological sustainability	warming	. Health and safety laws
		. Career attitudes	. Technological updates	. Weather	
		. Safety emphases			
		. Attitude towards tourists			

## VII. Forecast

### OUR MISSION

Triple R is immediately able to create jobs during the construction, recycling/reusing process, and throughout the existence through maintenance and cleaning needs. The Green Vacation's design also promotes a healthier eco system utilizing solar power, recycled water, and other recycle materials from local areas which assists with local sustainability. There will be more tourism because of the quality of the Green Vacation and the local items that are used for the final art and functional displays.

### OUR VISION

Over the long term, we aim to be the go-to locations for adults and families when traveling, stay-cautioning, or for business. Triple R also plans to provide local environments with cleaner bodies of freshwater, composting food waste, and general trash reusing and recycling to assist with an overall healthier eco-system. The Green vacation will focus on strengthening customer relationships by conducting research on the latest trends regarding environmental sustainability as well as the latest construction trends to ensure that our guests will have a positive stay and return to the bed and breakfast, as well as help to market and spread the word about the efforts the locations are taking part in. The project also helps to energize other tourism features in the surrounding areas of the bed and breakfast. The customers staying at the locations will want to branch out and take part in other activities during their stay. We will partner with other local business to cross promote their business as well as help to market the sustainable efforts the Green Vacation project is achieving.

Key activities that are needed are successful reusing, recycling, and production of materials to create comfortable and unique items, promotion of Triple R's Green Vacation, feedback from first time guests and subsequent corrections. To meet the goals, we need to ensure that we have employees and manufacturers that can create the room materials, have surveys and ways of receiving feedback, and a solidified marketing plan.

## VIII. Financials

The most significant costs to the Green Vacation business plan will be the initial training and educational pieces required for the lodging owners, staff members, and guests. The educational component will also intertwine with part of the marketing needed which acquires a bit of cost via social media and online. The costs that will contribute to the educational

component include the time and cost spent for training, the cost of materials for training, and the costs of replacing hotel room educational materials that are lost, damaged, or taken by guests.

The key resources that are going to be the most expensive are the efficient appliances and reusable products that will have to be initially purchased if not already owned by the lodging facility. Efficient appliances can vary from a few hundred to a few thousand dollars each, depending on the type of appliance such as just a small microwave, or a large fridge, washer, or dryers located throughout the facility.

The customers lodging with a green vacation facility will vary however will still be within the global average range per night. The average global lodging rate is around \$179 per night, per room as of 2015 statistics. The trend of rates have seen slight increases since 2009, but overall nothing more significant than a 12.9% increase over the course of 6 years, or average of a 2% increase annually (Statista).

### **Break even analysis**

We are going to reach the break-even point in the third month of operation at 25% occupation rate.

#### **Income Statement**

**USD**

**Occupation Rate 67%**

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
<b>Income</b>	750	750	1,500	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000
<b>Expenses</b>												
<b>House Rent</b>	620	620	620	620	620	620	620	620	620	620	620	620
<b>Candles</b>	120	120	240	480	480	480	480	480	480	480	480	480
<b>Guide</b>	100	100	200	400	400	400	400	400	400	400	400	400
<b>Depreciation</b>	117	117	117	117	117	117	117	117	117	117	117	117
<b>Maintenance</b>	42	42	42	42	42	42	42	42	42	42	42	42
<b>Total Expenses</b>	998	998	1,218	1,658	1,658	1,658	1,658	1,658	1,658	1,658	1,658	1,658
<b>Net Income</b>	-	-248	282	1,342	1,342	1,342	1,342	1,342	1,342	1,342	1,342	1,342



## **IX. Final Pitch**

There are a variety of reasons why The Green Vacation Location bed and breakfast makes a sustainable impact both economically and environmentally. The first reason being that the project features very unique aspects that are not commonly available as traditionally affordable housing accommodations. The bed and breakfast will be a self-sustaining location that is manufactured out of completely recycled products. The recycled products will be included from the initial first steps of construction all the way through to the final display touches that are featured in the rooms. Which is a feature that is very special and unique compared to other options for staying the night in a different location. Other than providing a comfortable and unique stay that is constructed out of recycled products, our project also plays a great deal in strengthening the communities that surround the bed and breakfast locations. A majority of the recycled materials used to refine and manufacture the building materials will come from collecting waste and other materials from the surrounding environment. There are large amounts of plastic and other materials that pollute waterways as well as a variety of other areas. The Green Vacation will work to remove that waste from the environment and then have those materials refined to use for construction in the bed and breakfast location. That way the bed and breakfast will reach all three of the sustainable development pillars. The amount of customers and business that the location brings in will support the community economically, by recycling and cleaning up it will benefit the community environmentally and by combining both of those activities the social aspect of the community will improve.

### **What makes us Different:**

Triple R's idea of the Green Vacation Location is ideal for underserved tourism areas. Any areas that are needing more visitors or states that do not have highly populated cities are ideal candidates for a Green Vacation location. Not only will tourism numbers begin growing, but the local environment will be cleaned up and local artists and manufacturers will have the ability to showcase their work. The Green Vacation Location is the best solution to a sustainable environment, economy, and community culture.

Our prototype shows the style and the quality of the Green Vacation locations. Through our bi-national team, we were able to find a solution that can translate easily from a United States location to a Jordanian location. The Green Vacation can have a location in ANY country and serve as an environmental and community growing sustainable solution. Through meetings on Google Hangouts, Zoom, and constant communication through WhatsApp and Oba, team Triple R found our strengths and used them to the best of our ability. With the hospitality and technological expertise of the Jordanian team and the business and recycling knowledge of the United States team, we are a force to be reckoned with!

## X. Team Members

<b><u>United States</u></b>	<b><u>Jordan</u></b>
<p>Abby Evans, Task force Alicia Meier, Researcher Dakota Hess, Task Force David Arnold, Task Force Devon Rettkowski, Task force Elijah Newman, Task force Frannie Baird, Task force Jonathan Weaver, Task force Jordan Hawkins, Task force Justin Cook, Task force Kayla Watts, Task force Kelsey Casey, Manager Lucas Matsuda, Task force Matt Morrow, Director Michael Mashek, Marketer Nina Halfhill, Task force Rebecca Donohoe, Business Plan Coordinator Rebecca Trimble, Task force Summer Miller, Journalist/Social Media Tina Pierce, Task Force Tyler Top, Tech Specialist Tyler Wright, Task force</p>	<p>Abdallah Omar, Technology Specialist Abdallah Qunash, Task Force Abdelrahman Nasab, Task Force Adnan Alzaghlawan, Marketer Ahmad Sa'adi, Researcher Enad Alhariri, Primary Task Force Ibrahim Abutineh, Manager Kinda Damra, Researcher Mahmoud al breidi, Task Force Mhammad Elshaweesh, Task Force Mohammad Faisal, Task Force Safaa Khalil, Task Force Sara Abed, Director Sara Ahmaro, Journalist and Social Media Smaah Almasri, Task Force Suhail Salah, Business Coordinator Tamador Alshora, Task Force yazan Awad, Task Force</p>

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