1. Vision & Mission (Long-Term Goals)

- Become the premier glamping destination in El Salvador, offering luxury, immersive nature experiences, and high occupancy rates year-round.
- Provide sustainable, high-quality accommodations in a natural setting while creating memorable experiences for guests.

2. Business Objectives (5–10 Years)

A. Occupancy & Revenue Goals

- Year 1: 40% occupancy; increase 10% annually.
- Year 5: Achieve ~80% occupancy across 10–15 units.
- Year 10: Expand units to 20+ with 90% occupancy in peak season.

B. Expansion

- Add new types of units (safari tents, larger domes) to attract different segments.
- Open additional sites in strategic tourist locations in El Salvador.

C. Brand Development

- Become a recognizable luxury eco-tourism brand in Central America.
- Launch loyalty programs, partnerships with travel agencies, and international marketing campaigns.

3. Competitive Advantage

- First-hand market research: on-site visits, Airbnb/AirDNA data.
- Unique accommodations: larger domes and safari tents with sustainable design.
- Personalized guest experience: immersive nature, private amenities.

4. Revenue Model

- **Primary Revenue:** Nightly rentals (Airbnb + direct bookings).
- **Secondary Revenue:** Add-ons like tours, spa experiences, adventure activities, or culinary experiences.

5. Marketing & Customer Acquisition

- Leverage Airbnb and direct booking platform.
- Instagram, Facebook, and TikTok marketing showcasing unique units and experiences.
- Partnerships with influencers, travel bloggers, and eco-tourism platforms.
- Loyalty programs to encourage repeat stays.

6. Operations & Management

- Streamlined operations with minimal staff for housekeeping and guest services.
- Implement sustainable practices: solar power, composting toilets, water management.
- Outsource marketing and accounting as the business grows.

7. Financial Plan

- **Short-term:** Break-even around Year 2–3.
- **Medium-term:** Reinvest profits into expansion of units.
- **Long-term:** Diversify into multiple locations and potentially franchise the brand.

8. Risk Management

- Natural disasters (hurricanes, earthquakes) → insurance and contingency planning.
- Seasonal demand → dynamic pricing strategy and off-season promotions.
- Competition → maintain unique experience and high service quality.

9. Exit or Growth Strategy

- Sell the business to an international eco-tourism chain.
- Franchise the concept across Central America.
- Develop multiple sites under the Paradisio brand for scalable revenue.