

Lakeview Cottage Rentals

Muskoka, Ontario

PLAN OVERVIEW

Business Stage
Early Launch

Plan Duration
12 Months

Revenue Target
\$120,000

Properties
3 Cottages

Peak Season
May — October

KEY PRIORITIES

- Direct booking website
- Airbnb + VRBO listings
- Pricing strategy
- Repeat guest program
- Off-season revenue
- Review generation

12-Month Business Action Plan

A clear, actionable roadmap with key milestones, targets and next steps to keep your business moving forward



PHASE 1 — FOUNDATION (Months 1–3)

PHASE 2 — LAUNCH (Months 4–6)

PHASE 3 — GROW (Months 7–12)

PHASE 1 · MONTHS 1–3

Build the Foundation

Get the business properly set up and ready to take bookings

MILESTONE 1

Business Registration

Register business, open bank account, set up HST and accounting software

MILESTONE 2

Brand Identity

Logo, colour palette, photography guidelines and brand voice guide

MILESTONE 3

Direct Booking Website

5-page website with availability calendar and online booking form

MILESTONE 4

Pricing Strategy

Peak, shoulder and off-season rates set with minimum night requirements

PHASE 1 TARGET

Fully set up and ready to book

Website live · Brand complete · Pricing set

REVENUE TARGET

\$0

BOOKINGS TARGET

Setup Phase

PHASE 2 · MONTHS 4–6

Launch and Fill

Get your first bookings and build your reputation fast

MILESTONE 5

Platform Listings Live

Airbnb and VRBO listings optimized with professional photography

MILESTONE 6

Social Media Launch

Instagram and Facebook launched with a weekly content schedule

MILESTONE 7

First Bookings Secured

Minimum 6 bookings confirmed across all 3 properties for peak season

MILESTONE 8

Guest Experience System

Welcome guide, check-in process and automated messaging set up

PHASE 2 TARGET

Peak season fully booked out

All 3 cottages · 80%+ occupancy

REVENUE TARGET

\$30,000

REVIEWS TARGET

10+ Reviews

PHASE 3 · MONTHS 7–12

Scale and Retain

Maximize revenue, build loyalty and plan for next season

MILESTONE 9

Repeat Guest Program

Loyalty discount, early access to dates and referral incentive launched

MILESTONE 10

Off-Season Revenue

Fall getaway and winter packages created and actively promoted

MILESTONE 11

Email Marketing List

Guest email list built and seasonal newsletter launched for re-booking

MILESTONE 12

Year 2 Plan

Revenue reviewed, rates adjusted and Year 2 strategy in place

PHASE 3 TARGET

\$120,000 annual revenue

30+ five-star reviews · Year 2 pre-sold

REVENUE TARGET

\$120,000

OCCUPANCY TARGET

80%+

KEY METRICS TO TRACK

Monthly Revenue

Track actual vs target each month and adjust pricing if needed

Occupancy Rate

Nights booked vs available nights per property per month

Average Nightly Rate

Monitor vs competitors and adjust seasonally for maximum yield

Guest Review Score

Target 4.8+ across all platforms and respond to every review

Repeat Guest Rate

Target 30% of bookings from returning guests by month 12

YOUR NEXT 3 STEPS

- 1 Register your business**
Ontario Business Registry — done in a day
- 2 Book a photographer**
Professional photos drive 40% more bookings
- 3 Research your competitors**
Check Airbnb pricing for similar cottages

READY TO BUILD THIS?

liftmuskoka.ca · Book a free discovery call