OKR for our luxury tourism company

“Nefer Tour”

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|  | **O1** |  | Increase the luxury tourism company’s client base by the end of 2025. |  |
|  | KR1 |  | Increase leads by 50% by the end of 2025. |  |
|  | KR2 |  | Upgrade the website to enhance user experience and attract more clients by end of Feb 2025. |  |
|  | KR3 |  | Launch the VIB Elite Circle referral program and achieve 10 successful referrals by the end of Jun 2025. |  |

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|  | **O2** |  | Establish partnerships and collaborations to enhance brand visibility and service quality. |  |
|  | KR1 |  | Establish partnerships with 7 high-end travel agencies by the end of Jan 2025. |  |
|  | KR2 |  | Secure collaborations with 2 globally recognized celebrities to promote our luxury experiences by March 2025. |  |
|  | KR3 |  | Sign a deal with 7 leading luxury services providers to enhance the quality of client offerings by Jan 2025. |  |