A logo with an eye of horus

Description automatically generated

Nefer Tour project

**First of December**

Document Status: Draft | In Review | **Approved**

**Executive Summary:** Our plan is to create a luxury tourism service offering exclusive, high-end experiences for high-profile clients. By developing personalized tours and luxury accommodations, we can achieve our larger project goals of positioning Egypt as a premier luxury destination, increasing revenue from affluent tourists, and enhancing brand recognition in the ultra-luxury travel market.

| **Project Goal** |
| --- |
| ***SMART Goal:*** *Specific, Measurable, Attainable, Relevant, and Time-bound*  *● Develop and launch luxury tour packages, ensuring 90% client satisfaction through personalized experiences, and achieve a 30% increase in revenue from high-profile clients within 12 months.* |

| **Deliverables** |
| --- |
| * Training program for CS * Website upgrade * Marketing campaign * Partnership Contracts with Luxury Brands |

| **Business Case / Background** |
| --- |
| **Why are we this?**  ● The luxury tourism plan will help us meet the demands of high-profile clients seeking exclusive travel experiences in Egypt. This approach will provide a premium, personalized experience, attracting affluent clients and boosting Egypt's status as a luxury destination. By ensuring that our services cater to the elite market, the luxury tourism plan will help us achieve our larger project goal of increasing high-end tourism revenue and enhancing brand recognition globally. |

| **Benefits & Costs** |
| --- |
| **Benefits**   1. 1. Ensuring exceptional luxury experiences following the initial launch 2. Reducing the risk of client dissatisfaction by offering personalized, high-end services 3. Increasing client retention and satisfaction through exclusive, tailored experiences   **Costs:**  ● Premium accommodations and tour package development ● Marketing and branding expenses targeting high-profile clients ● Operational costs (luxury transportation, services, logistics) ● Staff training to deliver top-tier personalized services ● Partnership contracts with luxury brands  **Budget needed:**  ● $200,000 |

| **Scope and Exclusion** |
| --- |
| **In-Scope:** Luxury tour package development, VIP client experience management, marketing and branding, premium accommodations coordination, Website development, logistics and transportation, staff training, and personalized services.  **Out-of-Scope:** pricing strategy, financial account management. |

| **Project Team** |
| --- |
| **Project Sponsor:** General manager  **Project Lead:** Project manager  **Project Team**: It Manager, Marketing Manager, Marketing Team, HR Manager, L&D team, Design Team, Legal manager, PR Manager, Finance Manager, Project Sponsor, Customer Service Manager, Social Media Vendor. |

| **Measuring Success:** |
| --- |
| **What is acceptable:**  ● 90% client satisfaction with luxury tour experiences within three months of launch  ● 100% of personalized itineraries completed and confirmed with clients two weeks prior to their trip  ● Train 85% of staff in luxury customer service and personalized experience delivery before the official launch  ● Achieve a 30% increase in luxury tourism revenue within the first year for exclusive experiences in Egypt. |