

EXECUTIVE SUMMARY

The tourism sector in Indonesia has contributed significantly to GDP and even outperformed the general growth of the Indonesian economy, especially before Covid-19 pandemic. As an impact of Covid-19 pandemic, the number of travelers who visited tourism destinations in Indonesia dropped in 2020. However, in 2021 domestic travel has shown an increment. This indicates that businesses in tourism sector have started to recover.

As a sub-sector in the tourism industry, sport tourism has shown significant growth in tourism industry. Combining sport with tourism activities gives a unique experience for the traveler to obtain the health benefit physically and mentally all at once. The public awareness of healthy lifestyle has raised due to the existence of Covid-19 pandemic, consistent with the finding from Sitohang & Ghani (2021) which stated that one of five people have changed to a healthy lifestyle. Based on the analysis result from Statista (2021), Cycling and yoga are classified as the top five most popular sports in Indonesia. Moreover, the industry of cycling and yoga have business opportunities. The cycling has a market size of Rp. 59,3 M with the growth of 14,8% and the yoga industry has a market size of Rp. 88 M with the growth of 9,6%. Therefore, according to those supporting facts, this business plan proposes the business idea with the brand name Sportrip as a Sport Tourism provider for yoga and cycling in Lombok, Indonesia.

Besides being supported by secondary data, Sportrip has also obtained the primary data as the basis to conceptualize the services by offering the value proposition. As the source of the primary data, the upper-middle class cyclist and yoga enthusiast are considered as the target market. Sportrip interviewed the target market to get insight related to their pains, the expected values, and the obtained values from the sport tourism providers. As a result Sportrip has decided to offer sports tourism programs in collaboration with other entertainment activities, with full-service facilities, and supporting the customers for self-actualization in yoga and cycling activities. The offering programs are comprised of yoga teacher training, yoga retreat, yoga regular class, cycling long route trip, and cycling 1-day trip. The programs include accomodation, meals, and other complementary facilities, except the yoga regular class which does not include accommodation and meals, and the cycling 1-day trip

which does not include accommodation. Besides gaining revenue from the program fees, Sportrip will also gain revenue from cycling accessories selling, meals cross-selling from yoga regular class customer, and additional charge of bicycle expedition service from cycling customers who want to use their personal bike (otherwise, cycling customers can use Sportrip bicycle that is already included in the program fee).

To become the best sport tourism services provider in Indonesia, Sportrip realizes its business model by breaking down the company goals and target into the goals and targets for each group of business activities, namely marketing, operations, human resources, and finance.

In an integrated view of its business model, Sportrip has calculated its business valuation based on the projection of 5 years operational period. As the result, Sportrip business valuation is worth Rp. 45,87 Billion compared to its initial investment around Rp. 12 Billion, with a payback period of up to 5 years. Sportrip is projected to have an IRR of 56,74% and a profitability index of 4,82. Thus, it can be concluded that the business valuation result describes Sportrip as a promising business to run.

