

Платформа для путешествий





Ведущая, быстрорастущая туристическая компания, специализирующаяся на групповых путешествиях премиум-класса для миллениалов и представителей поколения Z. Бренд связывает одиночных путешественников с незабываемыми недельными побегами по мировым направлениям, предлагая комфорт, культуру и мгновенное общение. Модель, не требующая больших активов, масштабируема, не имеет собственных запасов и использует проверенную игровую схему для получения неизменно высококачественного опыта на разных континентах.

Ключевые моменты

- Обслужено 2 840 путешественников
- Повторные бронирования-17%
- Глобальные направления
- Забронировано 17 519 ночей в номерах на всю жизнь
- 130 000 подписчиков в Instagram; 200 000 подписчиков электронной почты
- Ориентированность на рынок США (75% клиентов, возраст 25-35 лет, средний доход \$80-120K)
- 4,7 балла по шкале Trustpilot; процент рефералов >10%.

Бизнес-модель и доходы

- Групповые вылеты с фиксированными датами и заранее составленными маршрутами – гостям не нужно ничего планировать.
- Структура, не требующая больших активов; хозяева и местные партнерства DMC управляют операционной деятельностью
- Средняя стоимость заказа: \$2,879
- LTV клиента: \$2,701
- Стратегический покупатель может поднять маржу (с 53% до 77%+) за счет интеграции запасов или инфраструктуры

Конкурентные преимущества

- Высоко вовлеченная социальная аудитория, двигатель вирусного маркетинга
- Кодифицированные “движки опыта” для эффективного, масштабируемого запуска направлений
- Органический рост за счет лояльности и рефералов; высокая чистая оценка промоутеров
- Готовность к масштабированию: “подключи и работай” для гостиничных, туристических или медийных компаний, которые

TARGET PRICE

\$ 1,600,000

GROSS REVENUE

\$ 3,000,000

BUSINESS TYPE

Интернет-Бизнес

COUNTRY

Великобритания

BUSINESS ID

L#20251022

ищут “спрос в коробке”.

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