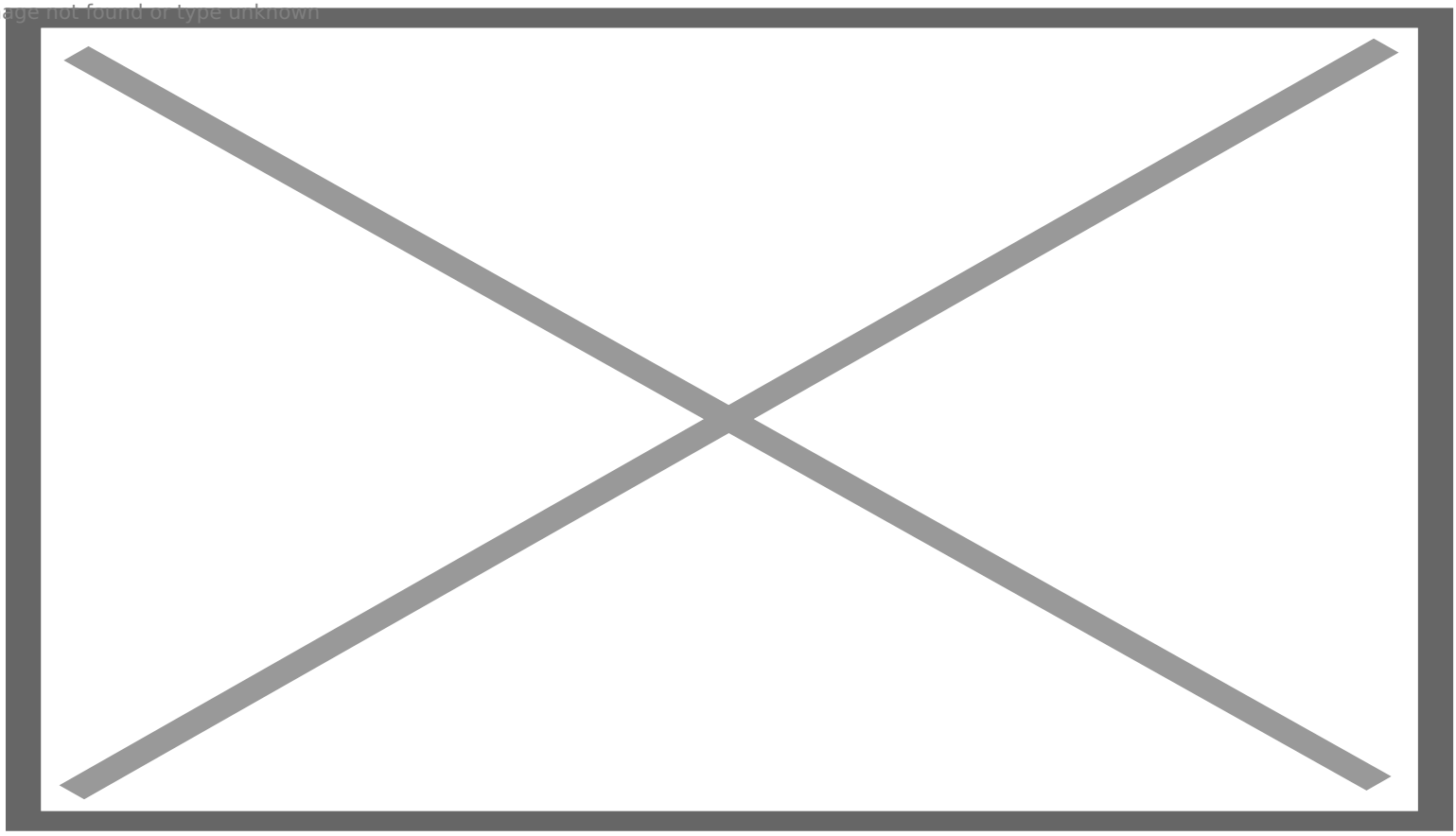
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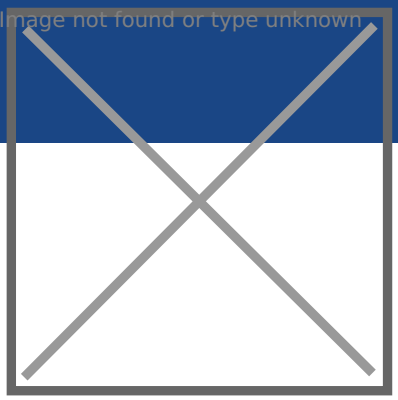
Платформа для путешествий

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PRINTED ON: *October 26, 2026, 5:32 PM (EST)* **PUBLISHED ON:** *October 26, 2026, 4:32 PM (EST)* **UPDATED ON:** *October 26, 2026, 4:32 PM (EST)*

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Платформа для путешествий

TARGET PRICE
$ 1,600,000

GROSS REVENUE
$ 3,000,000

BUSINESS TYPE
Интернет-бизнес

COUNTRY
Великобритания

BUSINESS ID
L#20251022

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-кухни 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

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ищут “спрос в коробке”.

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