Piattaforma di esperienze di viaggio



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Piattaforma di esperienze di viaggio

Un'azienda di viaggi leader e in rapida crescita, specializzata in esperienze di viaggio di gruppo curate e di alto livello per i millennial e la generazione Z. Il marchio mette in contatto i viaggiatori solitari con fughe indimenticabili di una settimana in destinazioni globali, offrendo comfort, cultura e comunità immediata. Il modello asset-light è scalabile, non ha inventari di proprietà e utilizza un playbook collaudato per garantire esperienze di alta qualità in tutti i continenti.

Punti chiave

– 2.840 viaggiatori serviti
– Prenotazioni ripetute-17%
– Destinazioni globali
– 17.519 notti in camera prenotate in vita
– 130.000 follower su Instagram; 200.000 iscritti all'email
– Focus sul mercato statunitense (75% di clienti, età compresa tra 25 e 35 anni, reddito medio di 80-120.000 dollari)
– 4,7 punteggio Trustpilot; tasso di referral >10%

Modello di business e ricavi

- Partenze di gruppo con date fisse e itinerari precostituiti: zero pianificazione per gli ospiti.
- Struttura asset-light; gli host e le partnership DMC locali gestiscono la fornitura operativa
- Valore medio dell'ordine: 2.879 dollari
- LTV del cliente: 2.701 dollari
- L'acquirente strategico può sbloccare un aumento del margine (dal 53% al 77%+) integrando l'inventario o le infrastrutture

Vantaggi competitivi

- Pubblico sociale altamente coinvolto, motore di marketing virale
- Playbook codificati del "motore dell'esperienza" per lanci di destinazioni efficienti e scalabili
- Crescita organica attraverso la fedeltà e le segnalazioni; elevato net promoter score
- Pronto a scalare: plug-and-play per le aziende del settore alberghiero, dei viaggi o dei media che cercano una "domanda in scatola".

TARGET PRICE
$ 1,600,000

GROSS REVENUE
$ 3,000,000

BUSINESS TYPE
Online Businesses

COUNTRY
Regno Unito

BUSINESS ID
L#20251022

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