

国际在线旅行预订业务



MERGERSCORP

这是一家位于南欧的创新型、快速发展的旅游科技和媒体公司，专门策划前往 50 多个国家的团体旅游。

该公司在旅游、内容创作和社区参与等领域开展业务，已迅速跻身国内市场前三名。该公司将数字营销、有影响力者主导的行程和交钥匙体验独特地融合在一起，在一个超过 10 亿欧元的不断增长的市场中提供高度差异化的价值主张。

尽管公司成立时间不长，但其与众不同的创新价值主张使其被公认为高素质公司，并在其参照市场中成为先行者，而该市场的竞争格局正在迅速发展和分化。

该公司拥有灵活、可扩展的业务模式，可在其他国家复制，为未来几年成功的国际化计划铺平了道路。

要点

- 成立时间：2019 年
- 地理位置：总部：
位于南欧，在米兰设有第二办事处，并在西班牙新开设了一家子公司
- 员工：60 多名员工和 220 多名专业旅行协调员
- 2024 年收入（备考合并）：€49M
- 2025 年预计收入：7 860 万欧元
- 2025 年预计 EBITDA：€2.6M
- 服务乘客（累计）：44,000+
- 2025 年的旅行计划团体旅行 1,800 次以上
- Instagram 社区：600,000 多名粉丝，参与率为 1.05

商业模式

TARGET PRICE

\$ 59,000,000

GROSS REVENUE

\$ 49,000,000

EBITDA

\$ 1,500,000

BUSINESS TYPE

互联网企业

COUNTRY

意大利

BUSINESS ID

L#20250931

- 核心活动
 - 全面包装、身临其境的团体旅行体验
 - 由专业协调人和有影响力的人士领导的专有旅行设计
 - 为内部使用和品牌合作伙伴制作数字内容并开展媒体活动
- 服务包括航班、住宿、活动、当地交通、保险和现场协调
- 可扩展性：全数字化、轻资产模式，采购和 IT 开发外部化
- 采购：通过独家关联方协议进行管理
- 社区主导：高留存率和转介率，品牌信任度和忠诚度不断提高

市场地位与竞争优势

- 跻身意大利体验式旅游运营商收入和数量前三名
- 与同行相比，息税折旧摊销前利润率和增长轨迹最佳
- 行业领先的社交媒体性能和品牌参与度
- 独特的顾客特征：寻求真实、社交和冒险体验的 18-45 岁旅行者
- 客户获取成本（2024 年）：104 欧元
- 终身价值（2024 年）：3,967 欧元
- 按揭成数/按揭抵押率：38 倍
- 2024 保留率：20%

战略增长动力

- 地域扩张：
 - 西班牙子公司投入运营

- 正在法国和德国进行并购考察

- 产品扩展:

- 主题体验 (如音乐节、影响者带领的旅行)

- 多样化定价策略, 吸引更多人口

- 社区货币化:

- 品牌合作伙伴 (如富士胶卷、华纳音乐、Tinaba)

- 活动 (如与意大利顶级艺术家合作举办的 Si Vola 艺术节)

目标受众

- 数字原生、社交活跃的 18-45 岁独行旅行者

- 高消费单身人士, 经常预订多次旅行

- 独特的文化熏陶、友谊和探险的激励

- 受访客户的重复兴趣率为 91%, 转介意向率为 98

The information contained herein does not constitute an offer to sell or a solicitation of an offer or a recommendation to purchase securities under the securities laws of any jurisdiction, including the United States Securities Act of 1933, as amended, or any US state securities laws, or a solicitation to enter into any other transaction

The projected financial information contained in the Memorandum is based on judgmental estimates and assumptions made by the management of the target Company, about circumstances and events that have not yet taken place. Accordingly, there can be no assurance that the projected results will be attained. In particular, but without prejudice to the generality of the foregoing, no representation or warranty whatsoever is given in relation to the reasonableness or achievability of the projections contained in the Memorandum or in relation to the bases and assumptions underlying such projections and you must satisfy yourself in relation to the reasonableness, achievability and accuracy thereof.

By delivering this Memorandum, neither MergersUS Inc., nor its authorized agents are making any recommendations regarding the acquisition or strategies outlined herein. Interested parties shall exercise independent judgment in, and have sole responsibility for, determining whether an acquisition of the Company is suitable for them, and neither MergersUS Inc, nor its authorized agents have responsibility to, and will not, monitor the condition of interested parties to determine that an acquisition is or remains suitable for them. Among other things, suitability of an acquisition will depend upon an interested party's investment and business plans and financial situation.

This document is prepared for information purposes only. It is made available on the express understanding that it will be used for the sole purpose of assisting the recipients to decide whether they wish to proceed with a further investigation of the Proposed Transaction.

The recipients realize and agree that this document is not intended to form the basis of any investment decision or any other appraisal or decision regarding the Proposed Transaction, and does not constitute the basis for the contract which may be concluded in relation to the Proposed Transaction.

All information contained in this document may subsequently be updated and adjusted. MergersUS Inc. has not independently verified any of the information contained herein or on which this document is based. Neither the Company, nor its management or shareholders, nor MergersUS Inc. , nor any of their respective directors, partners, officers, employees or affiliates make any representation or warranty (express or implied) or accept or will accept any responsibility or liability regarding or in relation to the accuracy or completeness of the information contained in this document or any other written or oral information made available to any interested party or its advisers. Any liability in respect of any such information or any inaccuracy in or omission from the document is expressly disclaimed.

MERGERSCORP

© 2026 MergersCorp M&A International. All rights reserved.

© 2026 MergersCorp M&A International. MergersCorp™ M&A International is the collective brand name of independent affiliates of MergersCorp M&A International. For more details on the nature of our affiliation, please visit us on our website <https://www.mergerscorp.com/disclaimer>. MergersCorp M&A International is not a registered broker-dealer under the U.S. securities laws. MergersCorp M&A International does not offer or sell securities or provide investment advice or underwriting services. The articles or publications contained in this presentation are not intended to provide specific business or investment advice. The author or MergersCorp M&A International shall not be liable for any errors or omissions, or for any loss suffered by any person or organization acting or refraining from acting as a result of the content of this website. It is recommended that specific independent advice be sought before making any business or investment decision.

MERGERSCORP

WWW.MERGERSCORP.COM