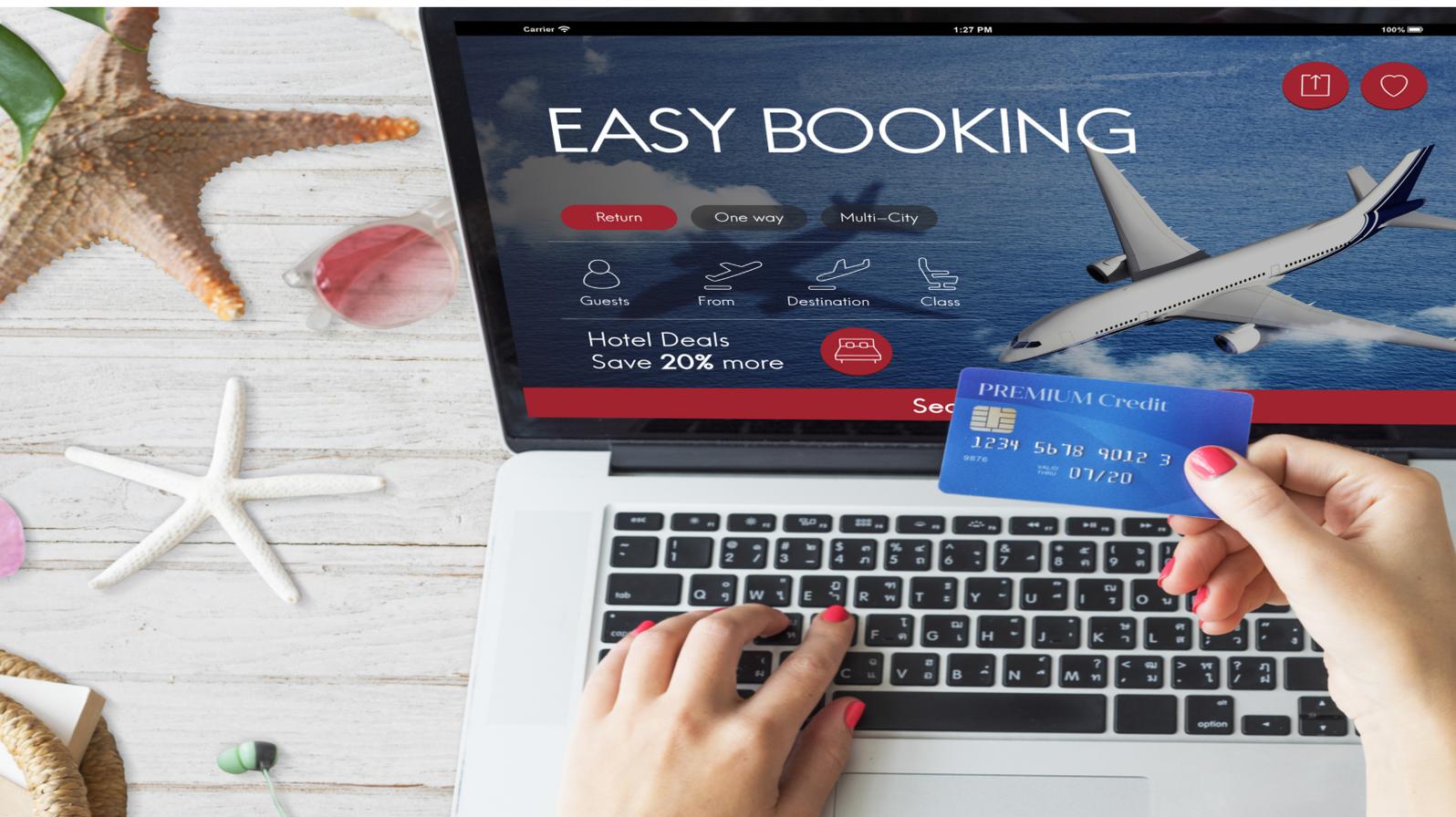


国际在线旅行预订业务



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

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