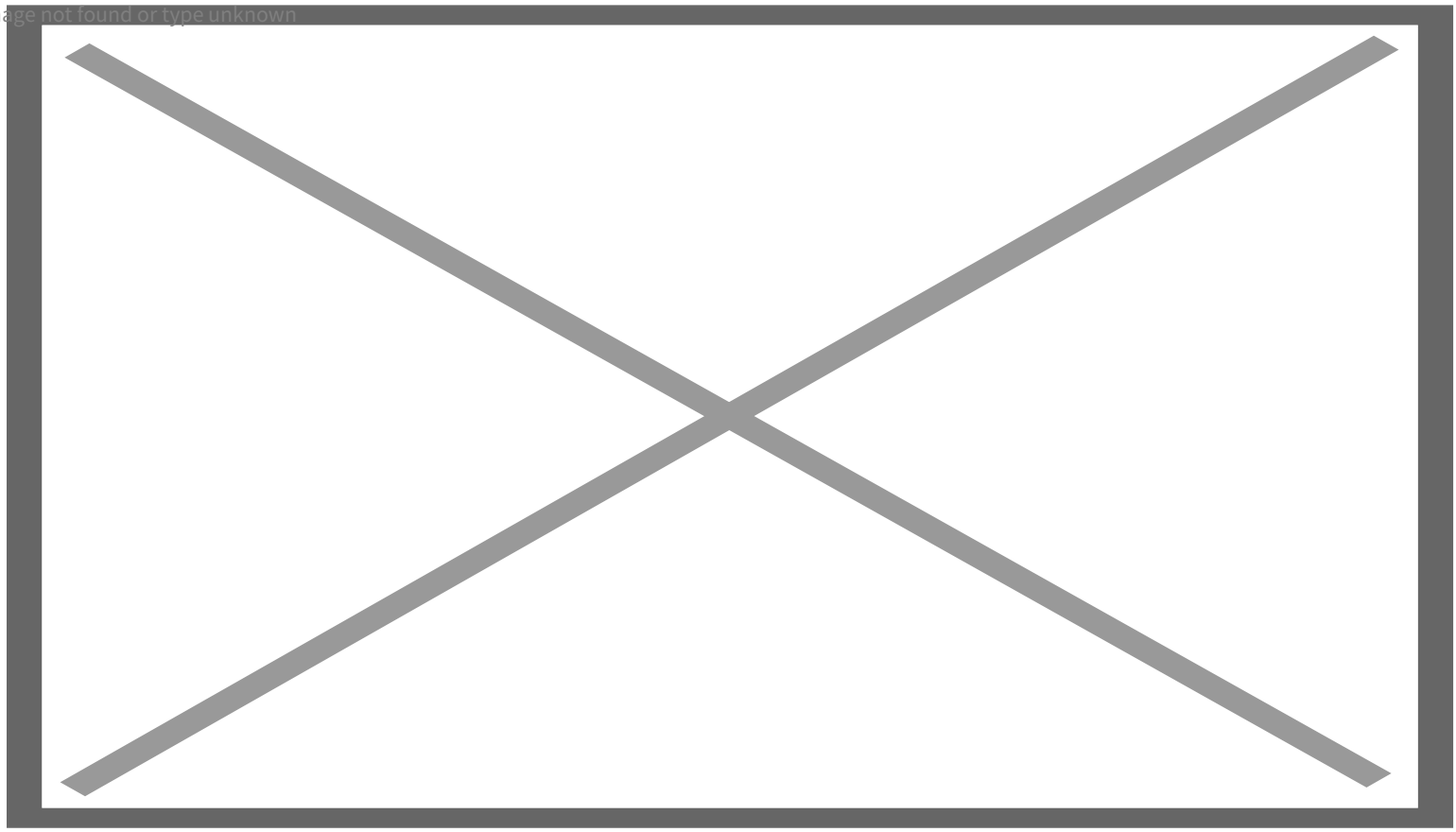
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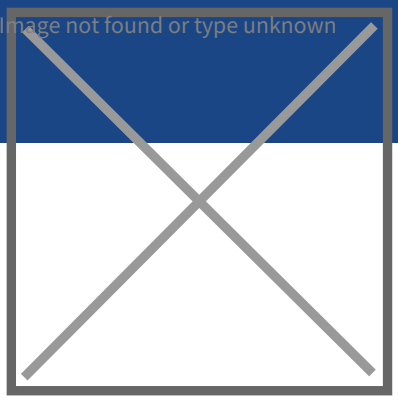
旅游体验平台

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MERGERSCORP



TARGET PRICE

$ 1,600,000

GROSS REVENUE

$ 3,000,000

BUSINESS TYPE

互联网企业

COUNTRY

英国

BUSINESS ID

L#20251022

该品牌将单人旅行者与全球目的地难忘的、为期一周的休闲之旅联系在一起，提供舒适、文化和即时社区体验。

这种轻资产模式具有可扩展性，没有自有库存，并采用经过测试的玩法，在各大洲提供始终如一的高品质体验。

要点

– 为 2 840 名旅客提供服务
– 重复预订率-17
– 全球目的地
– 17 519 个终生预订房晚
– 13 万 Instagram 追随者；20 万电子邮件订阅者
– 以美国市场为重点（75% 的客户，年龄在 25-35 岁之间，平均收入为 80-120K 美元）
– 4.7 Trustpilot 分数；转介率>10%

商业模式与收入

- 固定日期和预设行程的团队出发–客人无需做任何规划
- 轻资产结构；东道方和地方 DMC 伙伴关系管理业务交付
- 平均订单价值：2,879 美元
- 客户 LTV：2,701 美元
- 战略买家可通过整合库存或基础设施实现利润率提升（从 53% 提升至 77% 以上

竞争优势

- 高度参与的社交受众，病毒式营销引擎
- 编纂 “体验引擎 “操作手册，实现高效、可扩展的目的地发布
- 通过忠诚度和推荐实现有机增长；净促进得分高
- 可随时扩大规模：即插即用，适用于寻求 “盒中需求 “的酒店、旅游或媒体公司

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