

拥有 50

年历史的瑞士阿尔卑斯山



**MERGERSCORP**

## 50

该物业目前是一家成功的夏令营企业，在瑞士、英国、葡萄牙和奥地利都有业务，并有成熟的业务和高质量的设施支持。

这是一个备受信赖的国际品牌，已有 53 年历史，教授过来自 60 多个国家的 350 000 多名儿童和青少年。准备利用中等收入家长寻求教育和文化发展的趋势。

重要的是，该资产还获得了全日制寄宿学校的许可证，为重新定位或扩展为全年教育机构提供了重要的选择空间。

## 高级定位

该学校是一个高价位的国际品牌，在欧洲营地市场中处于上四分位。

## 直接预订

- 由于每年都能取得一流的业绩，现在超过 87% 的预订都是直接进行的，因此无需向代理商支付高额佣金。
- 这使得客户获取成本奇低，低于 10%，处于市场领先地位，而行业平均水平至少为 25%。

## 主要亮点

- 瑞士阿尔卑斯山的绝佳位置
- 现有的创收型夏令营业务
- 寄宿学校执照齐全
- 高质量的基础设施和设备
- 灵活的运营模式，具有强大的重新定位潜力

目前的所有者曾在一个单独租用的场地上经营营地业务，这意味着阿尔卑斯学校可以完全转型为一所专门的寄宿学校，也可以继续作为营地和教育相结合的混合模式。

## 蓄势待发

该公司已成功从 Covid 脱胎换骨，目前正在实现收入的持续逐年增长。

国际夏令营的需求依然强劲，在高价值客户群和优质定价的推动下，报名人数保持稳定，收入不断增加。

瑞士仍然是一个极具吸引力和安全的旅游目的地，其专门的中心和数十年的专业知识使其成为学校值得信赖的合作伙伴，其中许多学校年复一年地重返瑞士。

随着全球国际学校的兴起，以及核心国籍以外的大量未开发客户群的涌现，该设施的进

## TARGET PRICE

\$ 17,500,000

## GROSS REVENUE

\$ 4,950,000

## EBITDA

\$ 2,128,500

## BUSINESS TYPE

教育/学校

## COUNTRY

瑞士

## BUSINESS ID

L#20261019

一步增长和全年利用率的提高潜力巨大。

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