

여행 경험 플랫폼





밀레니얼 세대와 Z세대를 위한 엄선된 프리미엄 단체 여행 경험을 전문으로 하며 빠르게 성장하고 있는 선도적인 여행사로, 전 세계 여행지에서 편안함과 문화, 즉각적인 커뮤니티를 제공하며 혼자 여행하는 사람들에게 잊지 못할 일주일간의 휴가를 연결해 줍니다. 에셋 라이트 모델은 확장 가능하고, 소유 인벤토리가 없으며, 테스트된 플레이북을 사용하여 여러 대륙에서 일관된 고품질 경험을 제공합니다.

키포인트

- 2,840명의 여행객에게 서비스 제공
- 반복 예약 - 17%
- 글로벌 목적지
- 17,519 평생 객실 숙박 예약 건수
- 인스타그램 팔로워 130,000명, 이메일 구독자 200,000명
- 미국 기반 시장 중심(75% 고객, 25-35세, 평균 소득 \$80-120,000)
- 4.7 트러스트 파일럿 점수, 추천 비율 >10%

비즈니스 모델 및 수익

- 날짜가 정해져 있고 일정이 미리 짜여진 단체 출발 - 게스트가 따로 계획할 필요가 없습니다.
- 자산 경량 구조, 호스트 및 현지 DMC 파트너십이 운영 제공 관리
- 평균 주문 금액: \$2,879
- 고객 LTV: \$2,701
- 전략적 구매자는 재고 또는 인프라를 통합하여 마진 상승(53%에서 77% 이상)을 실현할 수 있습니다.

경쟁 우위

- 참여도가 높은 소셜 오디언스, 바이럴 마케팅 엔진
- 효율적이고 확장 가능한 대상 출시를 위한 성문화된 '경험 엔진' 플레이북
- 충성도와 추천을 통한 유기적 성장, 높은 순 프로모터 점수
- 즉시 확장 가능: '즉시 사용 가능한 수요'를 원하는 호텔, 여행 또는 미디어 기업을 위한 플러그 앤 플레이 솔루션입니다.

TARGET PRICE

\$ 1,600,000

GROSS REVENUE

\$ 3,000,000

BUSINESS TYPE

인터넷 비즈니스

COUNTRY

영국

BUSINESS ID

L#20251022

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