

# Plattform für Reiseerlebnisse



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## Plattform für Reiseerlebnisse

Ein führendes, schnell wachsendes Reiseunternehmen, das sich auf erstklassige, kuratierte Gruppenreisen für Millennials und die Generation Z spezialisiert hat. Die Marke verbindet Alleinreisende mit unvergesslichen, einwöchigen Fluchten an globalen Reisezielen und bietet Komfort, Kultur und sofortige Gemeinschaft. Das "Asset-light"-Modell ist skalierbar, hat kein eigenes Inventar und verwendet ein erprobtes Playbook für gleichbleibend hochwertige Erlebnisse auf allen Kontinenten.

### Keypoints

- 2.840 Reisende bedient
- Wiederholte Buchungen-17%
- Globale Reiseziele
- 17.519 gebuchte Zimmernächte auf Lebenszeit
- 130.000 Instagram-Follower; 200.000 E-Mail-Abonnenten
- Fokus auf den US-Markt (75% Kunden, Alter 25-35, Durchschnittseinkommen \$80-120K)
- 4.7 Trustpilot Bewertung; Weiterempfehlungsrate >10%

### Geschäftsmodell & Einnahmen

- Gruppenreisen mit festen Terminen und vorgefertigten Reiserouten – null Planungsaufwand für die Gäste
- Asset-light-Struktur; Gastgeber und lokale DMC-Partnerschaften verwalten die operative Umsetzung
- Durchschnittlicher Bestellwert: \$2,879
- Kunden-LTV: \$2.701
- Strategische Käufer können durch die Integration von Inventar oder Infrastruktur eine Margensteigerung (von 53% auf 77%+) erzielen

### Wettbewerbsvorteile

- Hochgradig engagiertes soziales Publikum, viraler Marketingmotor
- Kodifizierte "Experience Engine" Playbooks für effiziente, skalierbare Einführungen von Reisezielen
- Organisches Wachstum durch Loyalität und Empfehlungen; hoher Net Promoter Score
- Sofort einsatzbereit: Plug-and-Play für Hotel-, Reise- oder Medienunternehmen, die "Demand-in-a-Box" suchen

### TARGET PRICE

\$ 1,600,000

### GROSS REVENUE

\$ 3,000,000

### BUSINESS TYPE

Internetfirmen

### COUNTRY

Vereinigtes Königreich

### BUSINESS ID

L#20251022

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