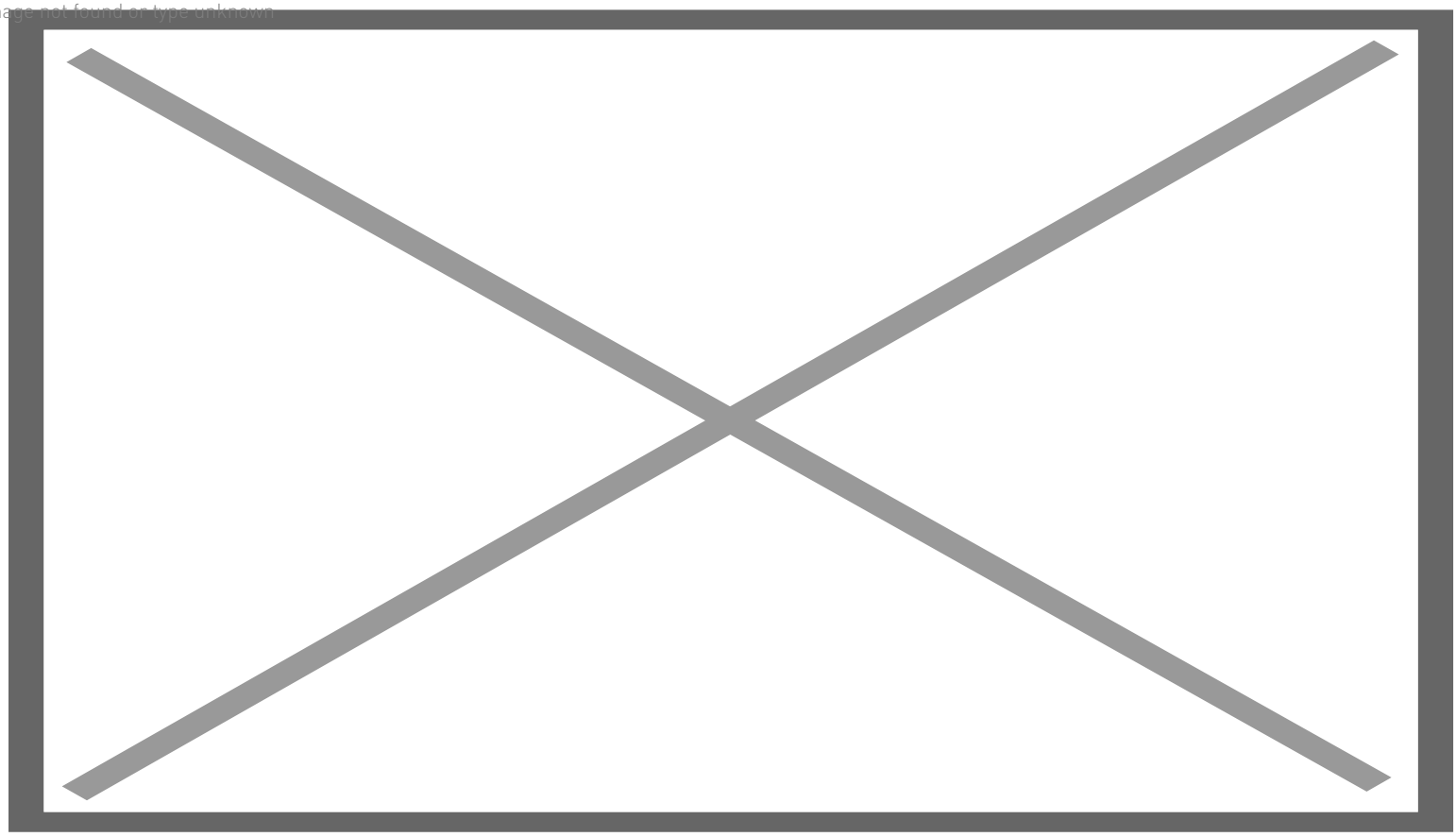
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Plateforme d'expériences de voyage

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Plateforme d'expériences de voyage

La marque met en relation des voyageurs solitaires avec des escapades inoubliables d'une semaine dans des destinations mondiales, en leur offrant confort, culture et communauté instantanée. Le modèle léger est évolutif, il n'a pas de stock propre et utilise une méthode éprouvée pour offrir des expériences de haute qualité sur tous les continents.

TARGET PRICE
$ 1,600,000

GROSS REVENUE
$ 3,000,000

BUSINESS TYPE
Entreprises Internet

COUNTRY
Royaume-Uni

BUSINESS ID
L#20251022

Points clés

– 2 840 voyageurs desservis
– Réservations répétées – 17
– Destinations mondiales
– 17 519 nuitées réservées à vie
– 130 000 followers sur Instagram ; 200 000 abonnés par courriel
– Concentration sur le marché américain (75 % de clients, âgés de 25 à 35 ans, revenu moyen de 80 à 120 000 dollars)
– 4,7 Score Trustpilot ; taux de recommandation >10%.

Modèle économique et recettes

- Départs de groupes à dates fixes et itinéraires préétablis – aucune planification n'est nécessaire pour les invités.
- Structure légère ; les hôtes et les partenariats locaux du CGM gèrent la mise en œuvre opérationnelle.
- Valeur moyenne des commandes : 2 879
- LTV du client : 2 701
- L'acheteur stratégique peut augmenter ses marges (de 53 % à plus de 77 %) en intégrant les stocks ou l'infrastructure.

Avantages concurrentiels

- Une audience sociale très engagée, un moteur de marketing viral
- Des manuels codifiés de "moteur d'expérience" pour des lancements de destinations efficaces et évolutifs.
- Croissance organique grâce à la loyauté et aux références ; taux de recommandation net élevé
- Prêt à l'emploi : prêt à l'emploi pour les hôtels, les agences de voyage ou les entreprises de médias à la recherche d'une "demande en boîte".

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