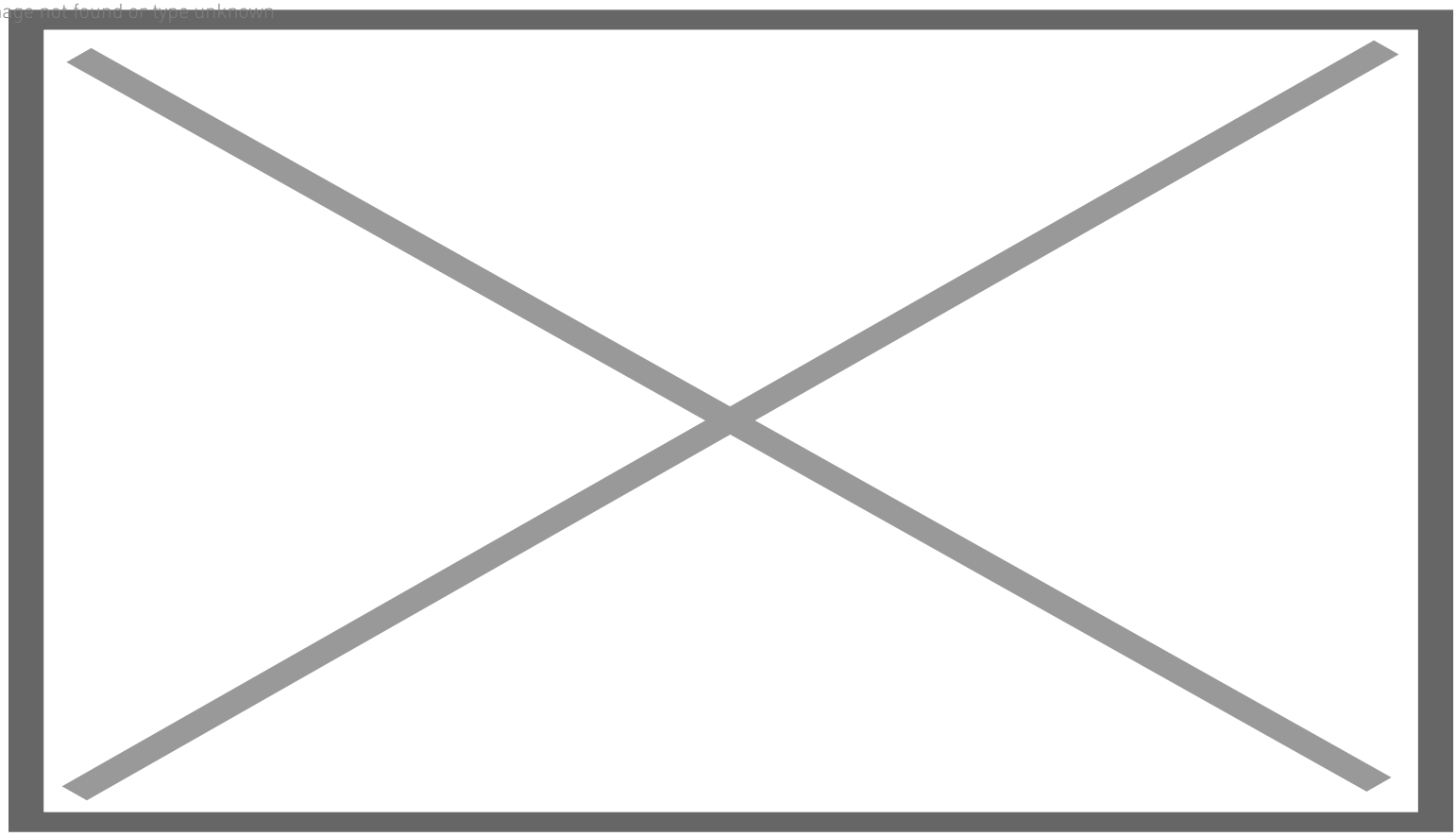
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Plataforma de experiências de viagem

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Plataforma de experiências de viagem

TARGET PRICE
$ 1,600,000

GROSS REVENUE
$ 3,000,000

BUSINESS TYPE
Negócios na Internet

COUNTRY
Reino Unido

BUSINESS ID
L#20251022

Uma empresa de viagens líder e de rápido crescimento especializada em experiências de viagens em grupo premium e com curadoria para a geração Y e a geração Z. A marca conecta viajantes individuais com escapadas inesquecíveis de uma semana em destinos globais – oferecendo conforto, cultura e comunidade instantânea. O modelo de ativos leves é dimensionável, não tem inventário próprio e usa um manual testado para experiências consistentes de alta qualidade em todos os continentes.

Pontos-chave

– 2.840 viajantes atendidos
– Reservas repetidas – 17%
– Destinos globais
– 17.519 diárias vitalícias reservadas
– 130.000 seguidores no Instagram; 200.000 assinantes de e-mail
– Foco no mercado dos EUA (75% dos clientes, idades entre 25 e 35 anos, renda média de US$ 80 a 120 mil)
– 4,7 de pontuação na Trustpilot; taxa de indicação >10%

Modelo de negócios e receita

- Partidas de grupos com datas fixas e itinerários pré-construídos – nenhum planejamento é necessário para os hóspedes
- Estrutura com poucos ativos; os anfitriões e as parcerias locais de DMCs gerenciam a entrega operacional
- Valor médio do pedido: US$ 2.879
- LTV do cliente: US$ 2.701
- O comprador estratégico pode desbloquear o aumento da margem (de 53% para mais de 77%) ao integrar o estoque ou a infraestrutura

Vantagens competitivas

- Público social altamente engajado, mecanismo de marketing viral
- Manual codificado do "mecanismo de experiência" para lançamentos de destinos eficientes e dimensionáveis
- Crescimento orgânico por meio de fidelidade e indicações; alto índice de promotores líquidos
- Pronto para escala: plug-and-play para hotéis, viagens ou empresas de mídia que buscam "demanda em uma caixa"

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