

Plataforma de experiencias de viaje



MERGERSCORP

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Una empresa de viajes líder y de rápido crecimiento, especializada en experiencias de viajes en grupo de primera calidad para millennials y la Generación Z. La marca conecta a viajeros en solitario con escapadas inolvidables de una semana en destinos globales, ofreciendo comodidad, cultura y una comunidad instantánea. El modelo de activos ligeros es escalable, no tiene inventario propio y utiliza un libro de jugadas probado para ofrecer experiencias de alta calidad en todos los continentes.

Puntos clave

- 2.840 viajeros atendidos
- Reservas repetidas-17
- Destinos globales
- 17.519 noches de habitación reservadas de por vida
- 130.000 seguidores de Instagram; 200.000 suscriptores de correo electrónico
- Enfoque de mercado basado en EE.UU. (75% clientes, edades 25-35, ingresos medios \$80-120K)
- 4,7 Puntuación en Trustpilot; tasa de remisión >10%

Modelo de negocio e ingresos

- Salidas en grupo con fechas fijas e itinerarios preestablecidos: los invitados no tienen que planificar nada
- Estructura ligera de activos; los anfitriones y las asociaciones locales de DMC gestionan la prestación operativa
- Valor medio del pedido: 2.879
- LTV del cliente: 2.701
- El comprador estratégico puede aumentar el margen (del 53% al 77%+) integrando el inventario o la infraestructura

Ventajas competitivas

- Audiencia social altamente comprometida, motor de marketing viral
- Libros de jugadas codificados del "motor de experiencias" para lanzamientos de destinos eficientes y escalables
- Crecimiento orgánico a través de la fidelidad y las recomendaciones; alta puntuación neta del promotor
- Listo para escalar: plug-and-play para empresas hoteleras, de viajes o de medios de comunicación que busquen "demanda en una caja".

TARGET PRICE

\$ 1,600,000

GROSS REVENUE

\$ 3,000,000

BUSINESS TYPE

Negocios en Internet

COUNTRY

Reino Unido

BUSINESS ID

L#20251022

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