

# International Online Travel Booking Business





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An innovative, fast-scaling travel-tech and media company based in Southern Europe, specializing in curated group trips to over 50 countries. Operating at the intersection of tourism, content creation, and community engagement, the company has rapidly emerged as one of the top three players in its domestic market. Leveraging a unique blend of digital marketing, influencer-led itineraries, and turnkey experiences, the business offers a highly differentiated value proposition in a growing €bn+ market.

Despite the short history, a distinctive and innovative value proposition enabled the company to be recognised as highly qualified and among the first movers in its reference market, represented by rapidly growing and fragmented competitive landscape. The company has a flexible and scalable business model which can be replicated in other countries, paving the way for a successful internationalisation plan for the upcoming years.

### Keypoints

- Established: 2019
- Location: Headquarters in Southern Europe with a second office in Milan and a newly opened Spanish subsidiary
- Employees: 60+ staff and 220+ professional travel coordinators
- 2024 Revenue (Pro-forma consolidated): €49M
- 2025 Projected Revenue: €78.6M
- 2025 Projected EBITDA: €2.6M
- Passengers Served (Cumulative): 44,000+
- Trips in 2025: 1,800+ planned group trips
- Instagram Community: 600,000+ followers with 1.05% engagement rate

### Business Model

- Core Activities:
  - Fully packaged and immersive group travel experiences
  - Proprietary trip designs led by professional coordinators and influencers

**TARGET PRICE**  
EUR 59,000,000

**GROSS REVENUE**  
EUR 49,000,000

**EBITDA**  
EUR 1,500,000

**BUSINESS TYPE**  
Internet Businesses

**COUNTRY**  
Italy

**BUSINESS ID**  
L#20250931

- Digital content production and media campaigns for internal use and brand partners
- Services Included: Flights, accommodation, activities, local transport, insurance, and on-site coordination
- Scalability: Fully digital, asset-light model with externalized procurement and IT development
- Procurement: Managed via exclusive related-party agreements
- Community-Led: High retention and referral rate with growing brand trust and loyalty

## Market Position & Competitive Edge

- Among top 3 experiential travel operators by revenue and volume in Italy
- Best-in-class EBITDA margins and growth trajectory versus peers
- Industry-leading social media performance and brand engagement
- Unique customer profile: 18–45 year-old travelers seeking authentic, social, and adventure-rich experiences
- Customer Acquisition Cost (2024): €104
- Lifetime Value (2024): €3,967
- LTV/CAC Ratio: 38x
- 2024 Retention Rate: 20%

## Strategic Growth Drivers

- Geographic Expansion:
  - Spain subsidiary operational
  - Ongoing M&A scouting in France and Germany
- Product Expansion:
  - Thematic experiences (e.g., music festivals, influencer-led tours)
  - Diversified pricing strategy for broader demographic appeal

- Community Monetization:
  - Brand partnerships (e.g., Fujifilm, Warner Music, Tinaba)
  - Events (e.g., Si Vola Fests with top-tier Italian artists)

#### Target Audience

- Digitally native, socially active solo travelers aged 18–45
- High-spending singles, often booking multiple trips
- Motivated by unique cultural immersion, friendship, and adventure
- 91% repeat interest rate and 98% referral intent among surveyed customers

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