

International Online Travel Booking Business





International Online Travel Booking Business

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

The information contained herein does not constitute an offer to sell or a solicitation of an offer or a recommendation to purchase securities under the securities laws of any jurisdiction, including the United States Securities Act of 1933, as amended, or any US state securities laws, or a solicitation to enter into any other transaction.

The projected financial information contained in the Memorandum is based on judgmental estimates and assumptions made by the management of the target Company, about circumstances and events that have not yet taken place. Accordingly, there can be no assurance that the projected results will be attained. In particular, but without prejudice to the generality of the foregoing, no representation or warranty whatsoever is given in relation to the reasonableness or achievability of the projections contained in the Memorandum or in relation to the bases and assumptions underlying such projections and you must satisfy yourself in relation to the reasonableness, achievability and accuracy thereof.

By delivering this Memorandum, neither MergersUS Inc., nor its authorized agents are making any recommendations regarding the acquisition or strategies outlined herein. Interested parties shall exercise independent judgment in, and have sole responsibility for, determining whether an acquisition of the Company is suitable for them, and neither MergersUS Inc, nor its authorized agents have responsibility to, and will not, monitor the condition of interested parties to determine that an acquisition is or remains suitable for them. Among other things, suitability of an acquisition will depend upon an interested party's investment and business plans and financial situation.

This document is prepared for information purposes only. It is made available on the express understanding that it will be used for the sole purpose of assisting the recipients to decide whether they wish to proceed with a further investigation of the Proposed Transaction.

The recipients realize and agree that this document is not intended to form the basis of any investment decision or any other appraisal or decision regarding the Proposed Transaction, and does not constitute the basis for the contract which may be concluded in relation to the Proposed Transaction.

All information contained in this document may subsequently be updated and adjusted. MergersUS Inc. has not independently verified any of the information contained herein or on which this document is based. Neither the Company, nor its management or shareholders, nor MergersUS Inc. , nor any of their respective directors, partners, officers, employees or affiliates make any representation or warranty (express or implied) or accept or will accept any responsibility or liability regarding or in relation to the accuracy or completeness of the information contained in this document or any other written or oral information made available to any interested party or its advisers. Any liability in respect of any such information or any inaccuracy in or omission from the document is expressly disclaimed.

www.mergerscorp.com



WWW.MERGERSCORP.COM