

# Travel Experiences Platform



**MERGERSCORP**

## Travel Experiences Platform

A leading, fast-growing travel company specializing in premium, curated group travel experiences for millennials and Gen Z. The brand connects solo travelers with unforgettable, week-long escapes in global destinations—offering comfort, culture, and instant community. The asset-light model is scalable, has no owned inventory, and uses a tested playbook for consistently high-quality experiences across continents.

### Keypoints

- 2,840 travelers served
- Repeat Bookings-17%
- Global destinations
- 17,519 lifetime room nights booked
- 130,000 Instagram followers; 200,000 email subscribers
- US-based market focus (75% customers, ages 25–35, avg. income \$80–120K)
- 4.7 Trustpilot score; referral rate >10%

### Business Model & Revenue

- Group departures with fixed dates and pre-built itineraries—zero planning required for guests
- Asset-light structure; hosts and local DMC partnerships manage operational delivery
- Average Order Value: \$2,879
- Customer LTV: \$2,701
- Strategic buyer can unlock margin lift (from 53% to 77%+) by integrating inventory or infrastructure

### Competitive Advantages

- Highly engaged social audience, viral marketing engine
- Codified “experience engine” playbooks for efficient, scalable destination launches
- Organic growth via loyalty and referrals; high net promoter score
- Ready-to-scale: plug-and-play for hotel, travel, or media firms seeking “demand-in-a-box”

### TARGET PRICE

GBP 1,600,000

### GROSS REVENUE

GBP 3,000,000

### BUSINESS TYPE

Internet Businesses

### GROWTH & EXPANSION

- Margin expansion via owned inventory/hotel partnerships
- Upselling premiums, private events, ambassador programs
- Expansion into new destinations:
  - 60–90-day closing window: clean cap table, team optional, full documentation

### REASON FOR SELLING

Expansion driven; ideal buyer is a strategic operator or platform seeking immediate demand and a strong brand moat

### COUNTRY

United Kingdom

### BUSINESS ID

L#20251022

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