

旅行体験プラットフォーム



MERGERSCORP

ミレニアル世代とZ世代を対象とした、プレミアムでキュレーションされたグループ旅行体験を専門とする急成長中の大手旅行会社。このブランドは、快適さ、文化、即席のコミュニティを提供する世界的な目的地で、一人旅の旅行者を忘れられない1週間のエスケープにつなげる。

アセット・ライト・モデルは拡張性に富み、自在庫を持たず、テスト済みのプレイブックを使用することで、大陸を越えて一貫して高品質の体験を提供する。

キーポイント

- 2,840人の旅行者にサービスを提供
- リピート予約-17
- 世界の目的地
- 生涯宿泊予約数 17,519泊
- インスタグラムのフォロワー13万人、メール購読者20万人
- 米国を中心とした市場（顧客の75%、年齢25~35歳、平均所得8~12万ドル）
- 4.7トラストパイロット・スコア、紹介率>10%

ビジネスモデルと収益

- 日程が確定し、旅程があらかじめ組まれているグループ旅行。
- アセット・ライト構造。ホストと地元のDMCパートナーシップは運営を管理する。
- 平均注文金額：2,879ドル
- 顧客LTV：2,701ドル
- 戦略的バイヤーは、在庫やインフラを統合することで、マージンを53%から77%以上に引き上げることができる。

競争上の優位性

- エンゲージメントの高いソーシャル視聴者、バイラル・マーケティング・エンジン
- 効率的でスケーラブルなデスティネーション立ち上げのための「エクスペリエンス・エンジン」プレイブックの体系化
- ロイヤルティと紹介による有機的成長、高いネット・プロモーター・スコア
- すぐに規模に対応：「デマンド・イン・ア・ボックス」を求めるホテル、旅行、メディア企業向けのプラグアンドプレイ。

TARGET PRICE

\$ 1,600,000

GROSS REVENUE

\$ 3,000,000

BUSINESS TYPE

インターネットビジネス

COUNTRY

イギリス

BUSINESS ID

L#20251022

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