

## Profile number

110448

## Specialist tour operator with a loyal customer base and over 40 years of history

### Located in

Netherlands

## Personal data

### Sector

Service industry

### Type of company

Travel agency

### Legal entity:

Limited Company

### Type of transaction

To be determined

### Life phase enterprise

Full-grown

### Employees in FTE

< 5

### Type of buyer:

- MBI candidate
- Strategic acquisition

## Financial information

### Turnover last financial year

€ 1.000.000 - € 2.500.000

### Asking price

€ 100.000 - € 250.000

### Earnings before taxes

€ 100.000 - € 250.000

## Company history/background

The company traces its origins back to the early 1980s and, over a period of more than forty years, has developed into a specialised travel organisation within a clearly defined niche market. Its activities focus on organising fully arranged trips and travel packages for a loyal and well-defined target group.

In 2009, the shares of the company were acquired from the founder. Since then, the business has been further expanded and professionalised. Over the years, it has built a strong reputation, with a high level of customer

loyalty and a recognisable position within the market.

The organisation has worked for many years with a fixed group of accommodation providers and travel partners, both in the Netherlands and abroad. Thanks to these long-standing relationships and its established brand awareness, the company has a stable base of returning customers.

Over the years, the business has grown into a profitable niche travel organisation with a solid customer base.

The company organises fully arranged group trips and travel packages for a specific and loyal target group. The offering consists of both multi-day domestic arrangements and international trips, with a focus on relaxation, social activities and a shared programme.

The organisation manages the entire process: from compiling the travel programme and contracting hotels and accommodations to booking administration, communication with participants and supervising activities during the trip. Thanks to many years of experience and an extensive network of established partners, the company is able to work efficiently with reliable accommodations and locations.

The business holds a strong position within this niche market and has a large group of returning participants who take part in multiple trips each year. The combination of a recognisable concept, a personal approach and well-organised execution ensures stable demand and high customer satisfaction.

## Unique selling points

The company holds a strong position within a clearly defined niche market and has built a recognisable brand name over more than four decades. Its activities focus on a well-defined target group with a high level of customer loyalty. A significant proportion of participants book again regularly, resulting in a stable base of recurring revenue.

Through its long-standing presence in the market, the company has built up an extensive customer base, complemented by a large address database and direct communication channels with its target group. This enables new trips and travel packages to be offered and filled efficiently.

In addition, the business has long-term partnerships with hotels and accommodations both domestically and abroad. These relationships provide continuity, reliable execution and favourable purchasing conditions.

The combination of a proven concept, strong customer retention and an efficient organisation makes the company attractive.

## Other

The company is particularly suitable for a party or entrepreneur with an affinity for the travel sector and an

interest in a well-organised niche market. The activities are clearly structured and can be relatively easily continued within an existing organisation or by an entrepreneur who wishes to be actively involved in the further development of the business.

For a strategic buyer within the travel sector, the company may offer attractive synergy benefits, for example by leveraging existing marketing channels, administrative support or complementary travel products.

The current owner is willing to provide support during the transfer and introduction to the company's working methods, partners and relationships for a period to be agreed.

Discretion is appreciated. Further information will only be provided after an initial introduction and in the case of demonstrable serious interest.