

Outbound Tourism Business for Sale Christchurch



Niche Markets; Multiple International Destinations 30+ Tours & Itineraries; Relocatable Exceptional Tour Logistics & Marketing Data

THIS BUSINESS IS UNDER OFFER AT THE MOMENT

This business has historically generated around \$800k to \$1m + GST of annual sales with around 23% gross profit and 15% dropping to the bottom line for a part time owner operator. The business currently sells and guides its own tours, plus generates profit from selling third party tours. A working owner is supported by contracted overseas guides and a part time customer service person based in New Zealand.

Whilst niche, the brand is highly regarded, and many New Zealand clients are repeat customers, with a database of around 4,500 clients/prospects. The business is somewhat seasonal with only limited administrative input required in the NZ spring & summer seasons and is strongly cashflow positive. The diverse locations offered together with their absolute appeal to the target market reinforces the fun, scenic splendour and exercise or lifestyle-oriented nature of the business.

Trips/Activities

This business has developed around three dozen fully supported tours, which are fully specified and for which they own the IP, generally with 20-30 clients per tour. A normal trading year sees only 3-4 fully guided trips by our vendor, with the balance of the business being third party sales, and/or tours guided by international contractors to this business.

Covid stopped the overseas tours for two years and these are now cranking up again, but our vendor is at an age and stage where he will guide perhaps a couple of tours per annum for a new owner, and assist them to fully leverage the extensive collateral available. The current operation needs energy & focus, from which growth will be assured.

Competitive Advantage

Ensured by way of:

Defined tours & activities with high brand equity and returning client loyalty

Documented processes & systems, ensuring a seamless transition and comprehensive client experience

Comprehensive R&D and specifications for all vendor-owned tours

Business Resources

Location: **Christchurch**

Asking: **\$135,000**

Type: **Tourism/Leisure**

Contact:

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Tabak Business Sales

(Christchurch)

Licensed REAA 2008

Broker Ref: L001207



The vendor is prepared to contract back to the purchaser for consulting and guiding purposes for at least two years following settlement if required. The buyer will be:

An industry player wishing to add more gross & net profit to their business, leveraging off both the new tours available for their existing customers, and also selling their own product to the new 4,500+ strong database

An individual who enjoys international travel and the fitness/lifestyle opportunities afforded by this business

Sale Price: \$135,000

\$121,060 2024FY Gross Profit

\$ 98,321 2024FY EBPITD

