Surprise Trips: A perfect match between a customer's wishes and innovative destinations
Kiparate (Colombia)

Community Nature Immersion Local culture
ROOTS Island (Colombia)
Huasteca Potosina
(Mexico)
DON'T
- Know the tourist wealth
  - Social, Eco.
- Have time
- Agree with family, friends...
- Care customer wishes

Traditional destinations overload
= unsustainable tourism

Problem
80%
Travel to the same destinations

45%*
dissatisfaction
*FONTUR
Tourism Sector

Use the marginal product

Percentage of empty airplane seats *
36%*

Percentage of empty rooms
32%

*AeroCivil
SOLUTION

 Surprise Trips  
(National)  

 Custom Trips  
(International)  

www.escappy.com  

Customer satisfaction:  
97%
CLIENT PROFILE

+++ Data

Destinations

Accommodation

Activities

Escappy

¡Hola! Aquí vamos a comenzar con tu EuroEscappy!
Queremos entrar en confianza y conocerte. Esto nos permitirá diseñar la mejor experiencia, ajustada a tus deseos...

¡VAMOS! (con cliente)
Value proposal

40,500M USD

Escappy

waynabox
PACK UP + Go
DRUMWIT.COM
wish & fly
randombox
WowTrips

jubel

whisked away

anywhr
1/10 world jobs

40,500M USD
Latin America

3B USD
2024 - Mundial
Market

- 1/10 world jobs

Travelers in the world (2019)

- 1.500M

40,500M USD
Latin America

- 40,500M USD
Latin America

3B USD
2024 - Mundial

Mundial / Latin América

- 4% y/y
- 6% a/a
People invest:

+ in travel
- material things

Market

1/10 world jobs

40,500M USD
Latin America

3B USD
2024 - Mundial

→ EuroMonitor: 43%

Travelers in the world (2019)

→ 1.500M

Mundial / Latin América

→ 4% y/y

6% a/a

→ 10:50 MOSCOW
11:05 EDINBURGH
11:10 LONDON
11:15 BUCHAREST
11:30 KIEV
11:35 DUBLIN
11:45 EAST M"NSTER
12:15 LONDON
12:30 NEWCASTLE
12:40 ST PETERSBURG
Discount: 50%-90%

37% Gross Margin

Scalable technology

-100 Hours planning

+ 40% Traditional agency

+ 20% For themselves

+ Responsable + Sustainable

Gross Margin

Discount:

50%-90%
Ventas Semanales 2019

2019
+ 200,000 USD
CAC 60 USD
1 / 3 Repurchases
+100 Alliances
INVESTMENT

Digital Marketing Automation 40%
IT development 40%
Brand positioning 10%
Investigation of new markets 10%

$ 150,000 USD
50,000 USD 5% EQUITY
1M USD ($3400M COP)
15 March
Tikt. Min 25K USD

For:
+ 1700 new customers
+ 1’000,000 USD sales
Replicable LatAm

+ 1’000,000 USD sales
Escappy
Making dreams come true

2nd place according to UNWTO at Tourism Tech Adventures: Scaling Up

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