U.S. Premium Outbound Travel

Point 1: Market Reality and First-Year Entry Projection

Executive Summary

The U.S. outbound travel market provides a structurally deep and financially capable base for premium international travel initiatives. Out of approximately 100 million Americans traveling internationally each year, an estimated 10 percent represent a financially qualified premium segment. The proposed model deliberately targets a micro-fraction of this segment in Year One, prioritizing execution control, quality consistency, and scalable growth rather than volume exposure.

The first-year objective is not market penetration but operational validation. A total of 720 travellers annually, organized through a fixed monthly group structure, represents a conservative and professionally executable entry point. This approach establishes a credible foundation for controlled expansion aligned with agency capacity and service standards.

Market Analysis and Quantitative Entry Logic

Total U.S. Outbound Travel Base: 100,000,000 Travelers

Approximately 100 million Americans travel internationally each year, creating one of the largest outbound travel markets globally. This figure represents actual annual behaviour, not theoretical interest or aspirational demand. As such, it provides a reliable macro foundation for premium-segment modelling.

This base confirms that demand is not the constraint. The real challenge lies in segmentation, positioning, and controlled access to the right subset of travellers. Any credible premium strategy must therefore begin with disciplined filtering rather than mass exposure.

Premium Qualification Filter: 10% of Total Market

An estimated 10 percent of U.S. outbound travellers possess the financial capacity, behavioural profile, and travel habits aligned with premium and luxury travel. These travellers routinely purchase curated itineraries, value privacy and service quality, and are accustomed to higher per-trip expenditure. Applied to the total outbound base, this yields approximately 10,000,000 premium-qualified potential travellers.

This figure represents the addressable premium universe, not the target. It defines the ceiling of opportunity rather than an objective to be pursued. The model intentionally avoids attempting broad capture within this segment.

Targeting Philosophy: Micro-Penetration, Not Market Share

The strategy does not seek market share in the traditional sense. Instead, it focuses on controlled micro-penetration of a vast and already validated premium segment. This approach minimizes execution risk while preserving brand positioning and operational integrity.

By avoiding aggressive scaling at entry, the model ensures that quality, logistics, and experience delivery remain uncompromised. Long-term credibility is treated as a higher priority than short-term volume.

Year One Projection: 720 Travelers Total

The first-year operational target is set at 720 travellers. This number is derived from capacity logic rather than demand assumptions. It reflects a level of activity that can be executed with consistency, oversight, and full quality control.

This projection is intentionally conservative relative to market size. It serves as a validation phase for the cooperation model, not as a revenue-maximization exercise.

Monthly Structure: 5 Groups per Month

The annual target of 720 travellers is structured as five groups per month. This cadence allows for predictable planning, stable resource allocation, and continuous operational rhythm. It also enables ongoing optimization without overloading delivery systems.

A monthly structure supports relationship-based selling and closed-network distribution. It avoids dependency on seasonal spikes or campaign-driven volatility.

Group Composition: 12 Travelers per Group

Each group consists of 12 travellers, which represents the optimal balance between exclusivity and economic efficiency. This size allows for private access, high service ratios, and smooth logistical coordination. At the same time, it sustains strong per-group commercial performance.

Group travel at this scale aligns naturally with premium expectations. It supports personalization without introducing operational fragility.

Scalability Condition: Agency Capacity-Driven Growth

Future growth is directly linked to the operational capacity of the local agency. As capacity increases, the number of monthly groups can be expanded without altering the core market logic. This ensures that scaling remains controlled rather than opportunistic.

The model is designed to scale linearly, not exponentially. This preserves pricing power, service quality, and brand credibility over time.

Strategic Conclusion of Point 1

The U.S. premium outbound market is quantitatively vast, financially validated, and structurally compatible with GCC premium travel offerings. The Year One projection of 720 travellers represents a deliberate, execution-focused entry point. Success is measured by control, repeatability, and credibility rather than raw volume.

This foundation enables disciplined expansion once operational alignment and delivery standards are proven.

Point 2: Revenue Architecture and Economic Logic

Premium Spend, Group Economics, and Value Distribution

Executive Summary

The revenue model is built on premium spending behaviour combined with a transparent and disciplined margin structure. Each travel program is priced to sustain a recommended gross margin of 35 percent, ensuring long-term viability for all parties involved. This margin is intentionally split to align operational responsibility with strategic market access and demand generation.

The structure avoids hidden costs, inflated pricing, or unstable commission logic. Instead, it creates a clear economic incentive for both the local agency and the U.S. market-access partner to focus on quality, execution, and repeatability.

Revenue and Margin

Individual Spend Range: USD 18,000–28,000 per Traveler

Each traveller operates within a spend range of USD 18,000 to 28,000 per itinerary. This range reflects genuine premium purchasing patterns and includes accommodation, logistics, experiences, and high-touch service layers. It is calibrated to support margin integrity without overpricing the market.

The pricing is competitive within the global premium travel category. It allows consistent delivery without compromising service depth or partner compensation.

Group Revenue per Departure (12 Travelers)

With 12 travellers per group, gross revenue per group ranges from USD 216,000 to USD 336,000. This revenue concentration enables efficient cost control and simplifies financial planning. It also improves purchasing leverage across accommodations, transport, and services.

Group-based revenue density is essential for margin stability. It reduces operational volatility and exposure to single-client risk.

Recommended Gross Margin: 35 Percent

Each travel program is structured with a recommended gross margin of 35 percent. This margin is designed to absorb operational variability while sustaining long-term cooperation. It reflects realistic premium travel economics rather than aggressive or unsustainable markups.

A fixed margin framework prevents price erosion. It also protects brand positioning in the U.S. premium market.

Margin Allocation: Agency 20 Percent

From the total 35 percent margin, 20 percent is allocated to the local agency. This portion compensates the agency for operational execution, supplier management, staffing, logistics, and on-the-ground responsibility. It ensures the agency remains financially motivated to maintain high delivery standards.

This allocation supports operational excellence rather than cost-cutting behaviour. It aligns profit with performance.

Margin Allocation: U.S. Market Access 15 Percent

The remaining 15 percent margin is allocated to U.S. market access and strategic representation. This portion reflects demand generation, brand positioning, closed-network distribution, and long-term market development. It is performance-linked to volume, not fixed overhead.

This structure ensures that market access is economically justified by results. Both sides benefit directly from growth in traveller volume.

Monthly and Annual Revenue Impact

At five groups per month, monthly gross revenue ranges between USD 1.08 million and USD 1.68 million. Applied margins generate predictable value for both parties without requiring mass-market exposure. Annual gross revenue ranges between USD 12.96 million and USD 20.16 million under the Year One model.

Margins scale linearly with volume. No restructuring is required as capacity increases.

Strategic Conclusion of Point 2

A 35 percent margin framework provides financial clarity, sustainability, and incentive alignment. The 20/15 split ensures that execution and market access are equally valued within the cooperation model. This structure supports controlled scaling while preserving premium positioning and service integrity.

The revenue model is therefore not only profitable but structurally resilient.

Point 3: Cost Structure and Margin Protection

Why Closed B2B Distribution Is Non-Negotiable

Executive Summary

Premium travel economics are defined as much by cost control as by revenue generation. Without a disciplined cost structure and protected distribution channels, even high-priced programs experience margin erosion and reputational dilution. This model treats cost visibility and distribution control as strategic requirements, not operational preferences.

Closed B2B distribution is the primary mechanism that protects margins, preserves brand credibility, and ensures long-term repeatability. Open platforms and mass exposure are structurally incompatible with premium execution at the price levels defined in this framework.

Cost Structure and Distribution Logic

Core Cost Components (Supply-Side Reality)

The primary cost base includes premium accommodations, private transportation, guides, experiences, logistics coordination, and on-ground staffing. These costs are largely fixed in quality-driven programs and cannot be compressed without degrading the traveller experience. Attempting to reduce them directly undermines the premium positioning.

Cost discipline therefore focuses on predictability rather than minimization. Stable supplier relationships are prioritized over opportunistic sourcing.

Margin Risk in Open Distribution Models

Open platforms introduce price transparency that immediately pressures margins. Once pricing becomes comparable, premium differentiation collapses into commoditization. This forces agencies to discount or absorb margin losses to remain competitive.

Such dynamics are incompatible with a 35 percent margin framework. Long-term sustainability requires insulation from price-driven competition.

Closed B2B Channels as a Margin Shield

Closed B2B distribution removes public price comparison from the purchasing process. Access is granted through trusted intermediaries, private networks, and referral-based channels. This structure allows pricing to reflect value rather than market noise.

As a result, margins remain stable even as volume increases. Exclusivity becomes a structural asset, not a marketing claim.

Protection of the 35 Percent Margin Framework

The defined 35 percent margin can only be maintained if distribution remains controlled. Open channels systematically compress margins through competition and discount expectations. Closed networks prevent this downward pressure by limiting access to qualified buyers only.

This protection applies equally to both the agency's 20 percent and the U.S. market-access 15 percent share. Margin stability benefits all parties simultaneously.

Cost Predictability Through Group Structuring

Group-based travel at a fixed size of 12 travellers enables cost predictability. Supplier pricing, staffing, and logistics can be negotiated and planned in advance. Variability is reduced without sacrificing personalization.

Predictable costs are the foundation of predictable margins. This is essential for professional scaling.

Quality Control as a Financial Instrument

Quality control is not only a brand concern but a financial one. Service failures lead to refunds, reputational damage, and lost future revenue. Maintaining high standards protects lifetime value per client.

Closed distribution allows for stricter quality enforcement. Partners are selected based on compatibility, not reach.

Strategic Conclusion of Point 3

Premium margins cannot survive in open, price-transparent environments. Controlled cost structures combined with closed B2B distribution are essential to protect profitability and brand integrity. This framework treats margin protection as a structural design choice, not an operational afterthought.

With cost and distribution aligned, scaling becomes additive rather than destructive.

Point 4: Program Architecture and Tiered Travel Models

Duration-Based Pricing and Revenue Stability

Executive Summary

Premium travel demand varies primarily by time availability rather than purchasing power. A tiered program architecture aligned with clear pricing bands allows travellers to self-select without diluting brand positioning or operational logic. Each format is priced within a controlled range to preserve margin integrity while allowing limited flexibility.

The three-tier structure converts a wider spectrum of premium demand, stabilizes monthly group formation, and increases lifetime value through natural progression across formats.

Program Architecture, Pricing, and Format Logic

7-Day Executive Model | USD 18,000 ±10%

The 7-Day Executive Model is priced at USD 18,000 per traveller, with a ±10 percent flexibility range. It is designed for high-income, time-constrained travellers seeking maximum impact within a limited schedule. The program concentrates on flagship experiences, private access, and precision logistics.

This pricing aligns with executive-level purchasing behaviour. It serves as a high-conversion entry point into the GCC premium portfolio.

10–12-Day Immersion Model | USD 23,000 ±10%

The 10–12-Day Immersion Model is priced at USD 23,000 per traveller, with a ±10 percent flexibility range. It represents the core revenue format, balancing cultural depth, wellness, nature, and urban luxury. This duration enables multi-location or multi-country itineraries without operational strain.

Most premium travellers naturally select this format. It delivers the strongest ratio between experience depth and revenue stability.

14-Day Grand Executive Model | USD 28,000 ±10%

The 14-Day Grand Executive Model is priced at USD 28,000 per traveller, with a ±10 percent flexibility range. It offers extended continuity, enhanced wellness, deeper regional coverage, and the highest level of personalization. This format targets travellers seeking immersion rather than efficiency.

Although lower in volume, it generates the highest per-client revenue. It also anchors the premium perception of the entire program range.

Pricing Discipline Across All Formats

All three formats operate within a defined pricing corridor to protect the 35 percent margin framework. Flexibility is used to accommodate seasonality, access levels, and customization, not discounting. This ensures pricing remains value-driven rather than promotional.

Consistent pricing logic prevents internal cannibalization. Each format reinforces the others rather than competing.

Revenue Stability Through Duration Diversity

Different durations absorb different calendar constraints and traveller profiles. When shorter programs dominate, longer formats sustain revenue density, and vice versa. This smooths monthly performance without increasing marketing intensity.

Tiered duration acts as a built-in hedge against volatility. Revenue becomes structurally balanced.

Lifetime Value Expansion Through Format Progression

Shorter programs function as trust-building engagements. Repeat travellers frequently progress toward longer, higher-value formats once confidence is established. This increases lifetime value without additional acquisition cost.

Upselling is organic and experience-led. No aggressive sales mechanics are required.

Strategic Conclusion of Point 4

Duration-based tiering with disciplined pricing transforms premium demand variability into revenue stability. Clear price bands protect margins while allowing controlled flexibility. The architecture supports scalability without compromising exclusivity or operational control.

This structure prepares the model for sustained growth.

Point 5: Market Activation and Demand Generation

How U.S. Premium Demand Is Built Without Mass Marketing

Executive Summary

Premium travel demand is not activated through visibility but through access. High-value U.S. travellers do not respond to advertising volume, public platforms, or promotional pricing. Demand is generated through credibility, controlled exposure, and trusted intermediaries operating within closed environments.

This model activates U.S. demand through B2B relationships, private networks, and referral-driven structures. The objective is not reach, but precision and conversion quality.

Market Activation Logic

No Mass Marketing, No Open Platforms

Mass platforms introduce price comparison, commoditization, and margin pressure. Premium travellers associate open marketplaces with volume travel rather than curated experiences. As a result, visibility in these environments damages positioning rather than supporting it.

The model explicitly excludes Booking-type platforms, public discounts, and broad consumer advertising. Demand is cultivated quietly and selectively.

B2B Distribution as the Primary Channel

Market access is executed through B2B partners already embedded in premium U.S. travel ecosystems. These include reputable corporations, governmental and non-governmental organizations, and institutionally credible partners operating within closed or semi-closed ecosystems. Such intermediaries act as trust filters rather than sales channels.

B2B distribution reduces acquisition noise. Each lead arrives pre-qualified and expectation-aligned.

Closed Networks and Private Access

Closed networks form the core of demand generation. These networks are invitation-based, reputation-driven, and insulated from public pricing dynamics. Entry is governed by relationship credibility rather than marketing spend.

Within closed networks, conversion rates are structurally higher. Trust replaces persuasion as the primary driver.

Behavioral Segmentation, Not Demographics

Targeting is based on behavioural indicators such as spending patterns, travel frequency, privacy expectations, and service tolerance. Demographics like age or income are treated as secondary variables. This increases relevance and reduces wasted outreach.

Behaviour-based segmentation aligns directly with premium purchasing logic. It also supports repeat and referral dynamics.

Referral-Driven Compounding Effect

Premium travellers rely heavily on peer recommendations. Satisfied clients become informal ambassadors within their networks. Each successful group increases demand velocity without additional marketing cost.

Referral dynamics are amplified by exclusivity. Scarcity enhances perceived value rather than limiting growth.

Role of U.S. Market Representation

U.S.-based representation coordinates partner activation, messaging discipline, and network access. This role ensures consistency across all touchpoints and prevents dilution of the premium narrative. Market access is managed as an ongoing strategic function, not a campaign.

Representation converts interest into structured demand. It bridges intent and execution.

Strategic Conclusion of Point 5

Premium demand cannot be purchased at scale; it must be activated through trust and access. Closed B2B distribution replaces advertising as the primary growth engine. This structure preserves margins, protects brand integrity, and delivers repeatable demand.

Market activation is therefore a controlled process, not a visibility exercise.

Point 6: Roles, Responsibilities, and Operational Division

Clear Accountability Between Local Agency and U.S. Market Access

Executive Summary

A premium travel model fails when roles are blurred and accountability is shared instead of clearly assigned. This framework establishes a strict division between market access and demand generation on one side and operational execution on the other. Each party is responsible for a defined segment of the value chain, eliminating overlap, friction, and execution risk.

This separation is not procedural; it is structural. It protects quality standards, margin integrity, and long-term scalability.

Operational Role Architecture

Local Agency: Full Operational Ownership

The local agency holds full responsibility for on-the-ground execution. This includes itinerary delivery, supplier coordination, logistics, staffing, accommodation standards, transportation, guides, and experience execution. All operational outcomes are directly controlled by the agency.

The agency functions as the sole execution authority. Operational responsibility is not fragmented or shared.

Local Agency: Cost Control and Margin Discipline

The agency manages supplier negotiations and cost structures within the predefined pricing and margin framework. Cost efficiency is achieved through planning, relationships, and operational discipline rather than service reduction. All execution decisions must preserve the agreed premium standards.

Operational discipline directly protects the agency’s 20 percent margin. Profitability and quality are structurally aligned.

U.S. Market Access: Demand Generation and Positioning

U.S. market access is responsible for demand generation through B2B channels, closed networks, and strategic representation. This includes positioning, narrative control, qualification of demand, and alignment with U.S. premium expectations. No local execution or supplier management is performed within this role.

Only qualified, expectation-aligned demand enters the operational pipeline. Volume is never pushed without readiness.

U.S. Market Access: Institutional, Corporate, and Organizational Relationships

Relationship-building is conducted with respectable corporate entities, governmental and non-governmental organizations, and institutionally credible partners within the United States. This includes corporations, foundations, chambers, professional associations, and mission-aligned organisations operating within closed or semi-closed ecosystems. Institutional credibility is treated as a strategic asset rather than a sales channel.

These relationships provide structured access to qualified premium travellers. Governance standards, reputation, and trust replace transactional distribution models.

Shared Responsibility: Quality Standards and Feedback Loop

Quality benchmarks are jointly defined at the framework level but enforced operationally by the agency. Structured feedback from U.S. travellers is collected and reviewed to refine itineraries, service layers, and experience flow. Adjustments are implemented without altering the core program architecture.

This feedback loop enables continuous improvement. Execution evolves without structural disruption.

No Role Overlap, No Authority Confusion

The local agency does not market directly to the U.S. consumer. U.S. market access does not interfere with local execution decisions or supplier relationships. Each party operates strictly within its defined mandate.

This separation eliminates friction and ambiguity. Accountability remains transparent at all times.

Strategic Conclusion of Point 6

Clear role separation is the backbone of this cooperation model. Execution excellence and demand quality are managed independently but aligned economically. This structure minimizes operational risk while enabling controlled, sustainable growth.

With responsibilities clearly defined, the partnership becomes scalable and resilient.

Point 7: Implementation Timeline and Pilot Phase

First 90 Days Execution Framework

Executive Summary

The objective of the implementation phase is not rapid scale but controlled validation. The first 90 days are structured to test operational alignment, demand flow, quality standards, and decision-making discipline before volume expansion. This phase establishes execution credibility and creates a measurable foundation for long-term cooperation.

The timeline is designed to minimize risk while enabling early, observable results. Each phase has a defined purpose, ownership, and outcome.

Implementation and Execution Phases

Phase 1: Alignment and Readiness (Days 1–14)

This phase focuses on finalizing cooperation terms, confirming program architecture, and aligning quality standards. The local agency completes supplier validation, itinerary feasibility checks, and staffing readiness. U.S. market access prepares positioning narratives and activates initial institutional and corporate relationships.

No demand is released during this phase. Readiness precedes exposure.

Phase 2: Pilot Activation (Days 15–45)

During the pilot activation phase, initial demand is introduced in a controlled manner. Group formation begins with strict qualification criteria and capped volume. The objective is to validate conversion logic, communication flow, and execution precision.

Only one to two groups are activated initially. Performance is observed, not assumed.

Phase 3: Operational Validation (Days 46–75)

This phase evaluates delivery quality, traveller satisfaction, cost adherence, and margin stability. Feedback is formally collected and analysed across all program layers. Adjustments are made at the operational level without altering the core framework.

Consistency and repeatability are the primary success indicators. Scaling is not yet a priority.

Phase 4: Controlled Expansion Decision (Days 76–90)

Based on pilot performance, a decision is made regarding expansion. This may include increasing the number of monthly groups, adding itinerary variants, or extending duration formats. Expansion is approved only if quality and margin benchmarks are met.

No expansion occurs without data-backed validation. Discipline governs growth.

Governance and Reporting Structure

A simple governance cadence is established, including periodic performance reviews and operational checkpoints. Reporting focuses on group formation, execution quality, cost adherence, and traveler feedback. Metrics are practical and decision-oriented.

Transparency replaces bureaucracy. Speed is preserved without sacrificing control.

Strategic Conclusion of Point 7

The first 90 days are treated as a professional validation cycle, not a sales push. Controlled execution builds trust, protects brand positioning, and ensures margin sustainability. Successful validation unlocks confident, data-driven expansion.

Implementation discipline is the difference between experimentation and scalable partnership.

Point 8: Risk Management, Quality Assurance, and Long-Term Sustainability

Protecting Reputation, Margins, and Continuity

Executive Summary

In premium travel, risk is not defined by volatility but by inconsistency. Reputational damage, service failure, or margin erosion has a disproportionate impact on future demand. This framework embeds risk management and quality assurance as structural components rather than reactive controls.

Long-term sustainability is achieved by anticipating pressure points before scale, not by correcting them after failure. Stability is treated as a competitive advantage.

Risk and Sustainability Framework

Operational Risk Control

Operational risk is managed through standardized execution protocols and pre-approved suppliers. Each itinerary component is validated for reliability, safety, and service consistency. Redundancy planning is implemented for critical services to prevent disruption.

Execution predictability reduces exposure. Reliability becomes a differentiator.

Financial and Margin Risk Management

Margin risk is controlled through fixed pricing corridors and disciplined cost management. Open discounting and ad-hoc pricing are structurally excluded. Cost deviations are reviewed immediately to prevent systemic erosion.

Financial discipline protects the 35 percent margin framework. Stability outweighs short-term gain.

Reputational Risk Protection

Premium travellers operate within tightly connected networks where negative experiences spread quickly. Quality failures have exponential reputational impact. This model prioritizes prevention over remediation.

Controlled distribution limits exposure. Trust is preserved through consistency.

Quality Assurance and Standardization

Quality standards are defined centrally and enforced operationally. Service benchmarks apply across all program tiers and partners. Continuous monitoring ensures adherence without micromanagement.

Standardization enables scalability. Excellence remains repeatable.

Feedback Integration and Continuous Improvement

Structured feedback is collected from every group and reviewed systematically. Insights are used to refine service layers, pacing, and experience flow. Improvements are incremental and controlled.

Learning is embedded in execution. Evolution replaces disruption.

Demand Stability and Repeatability

Sustainability depends on repeat clients and referral-driven growth. Consistent delivery builds loyalty and compounding demand. Each successful group strengthens the demand base.

Stability is cumulative. Growth follows trust.

Strategic Conclusion of Point 8

Risk management and quality assurance are not constraints; they are enablers of premium scale. By embedding discipline at every layer, the model protects reputation, margins, and long-term continuity. Sustainability is achieved through structure, not speed.

This framework supports durable, institution-grade cooperation.

Point 9: Commercial Relationship and Compensation Structure

Retainer-Based Cooperation with Performance Alignment

Executive Summary

The commercial relationship is structured to balance stability, transparency, and performance accountability. A fixed monthly retainer ensures continuous U.S. market representation and strategic execution, while a performance-based component aligns incentives through measurable results. This structure reflects professional, institution-grade cooperation rather than speculative or promotional collaboration.

The economic framework intentionally positions the retainer below the true market value of the resources involved. This difference represents a direct investment into the joint project rather than a discounted service.

Commercial Framework

Monthly Retainer: Strategic Market Representation

The cooperation operates under a fixed monthly retainer of USD 6,900**,** covering continuous U.S. market access, institutional positioning, strategic coordination, demand activation, and partner management.

In the U.S. market, strategic business activities of this type are typically priced between USD 7,000 and USD 9,000 per month, while the use of a U.S.-based company brand and platform is commonly valued between USD 8,000 and USD 10,000 per month. The combined market value of these resources is materially higher than the proposed retainer.

The intentionally low retainer therefore represents a direct investment by The Old Eagles into the joint project, reflecting long-term alignment rather than short-term monetization.

Performance-Based Compensation: 15 Percent

In addition to the retainer, a 15 percent performance-based fee applies to realised travel revenue. This component directly links compensation to executed results and verified group performance. It ensures that incentives remain fully aligned across both parties.

Performance-based compensation reinforces accountability. Growth is rewarded only when value is delivered.

Economic Alignment and Risk Balance

The retainer secures continuity and strategic commitment, while the performance component ties upside to measurable outcomes. Neither party carries disproportionate financial risk. Both benefit directly from volume growth and quality execution.

This structure eliminates misalignment. Cooperation remains commercially rational and balanced.

No Upfront Volume Guarantees

No minimum volume guarantees are imposed at the outset. Demand scaling occurs only after operational validation and performance confirmation. This protects execution quality, brand credibility, and long-term positioning.

Growth is earned through results. Discipline governs expansion.

Strategic Conclusion of Point 9

The retainer plus performance-based structure establishes a serious, professional business relationship grounded in market reality. The below-market retainer reflects a strategic investment rather than a price concession. This framework supports sustainable cooperation built on performance, trust, and long-term value creation.

Point 10: Operating Model and Workflow

Marketing, Group Formation, and Execution Handover

Executive Summary

The operating model is intentionally linear and controlled. Demand generation, group formation, and execution are handled as distinct phases with clear handover points. This separation ensures data integrity, privacy compliance, and operational efficiency.

The workflow prioritizes clarity over speed. Each party acts within its defined operational domain.

End-to-End Operating Process

Demand Generation and Marketing Ownership

All marketing, positioning, and demand generation activities are executed through **The Old Eagles LLC**. This includes U.S.-based B2B activation, institutional outreach, and closed-network demand sourcing. The local agency is not involved in U.S.-facing marketing activities.

This preserves message consistency. Market access remains centralized and controlled.

Group Formation and Qualification

Travellers are qualified and organized into groups of 12 before any operational handover occurs. Qualification ensures alignment with premium expectations, budget range, and program format. No partial or unqualified demand is transferred.

Only execution-ready groups proceed. Noise is eliminated upstream.

Data Handling and Privacy Protection

Once a group of 12 travellers is fully formed, a traveller list with essential, non-sensitive (“gray”) information is prepared. This includes necessary contact and coordination details required for operational execution. Sensitive data remains protected and compliant with applicable standards.

Data transfer is functional, not excessive. Privacy is respected.

Handover to Local Agency for Execution

The qualified group list is formally transferred to the local tourism agency. From this point, the agency assumes responsibility for direct traveller communication, confirmations, logistics coordination, and program execution. Operational authority shifts cleanly at this stage.

This handover marks the execution boundary. Roles do not overlap.

Execution and Delivery Responsibility

The local agency manages all traveller-facing execution, including scheduling, supplier coordination, and on-ground service delivery. Any operational adjustments are handled locally within the agreed framework. Market access does not interfere with execution.

Execution remains centralized and accountable. Clarity prevents friction.

Strategic Conclusion of Point 10

A linear operating model ensures efficiency, privacy protection, and execution clarity. Demand generation and execution are separated but synchronized through structured handover. This workflow minimizes risk while supporting scalability.

Process discipline enables premium consistency.

This document is intentionally written in precise, business-clear language rather than formal corporate terminology, to ensure direct, unambiguous comprehension of all strategic, commercial, and operational components at the decision-making level.