

CrewPerk

The secret-knock perks, local-commerce & loyalty platform for the cruise economy — monetizing 37M+ passengers and ~300K crew in every port through merchants, advertisers, and data.

\$271B → \$342B

Experiences market (2025→2029),
8% CAGR

33%

Booked online — 2/3 still offline

37.2M

Cruise passengers (2025)

~300K

Crew · ~80% retention

THE OPPORTUNITY

- The fastest-growing, least-digitized segment of travel — a "geek away from being Uberized."
- ~300K loyal crew hit the same ports weekly; 37M passengers arrive with hours and high intent.
- 1M+ fragmented operators; 39% have no booking system. Consolidation forecast.

FOUR REVENUE ENGINES

- **Merchant SaaS** — monthly + setup, Community Builder & Advanced tiers.
- **Advertisers** — direct offers into merchant pages.
- **Rocket Fuel** — prepaid pay-to-boost click auction.
- **Data & loyalty** — gamified ratings/QR referrals → proprietary, retargetable data.

WHY IT SCALES (COMPS)

COMPANY	OUTCOME
Hopper	\$5B valuation
GetYourGuide	\$2B valuation
OpenTable	\$2.6B (Booking)
Olo	\$2.0B / ~9x rev (Thoma Bravo)
Klook	~\$1.4B · ~\$3B GBV
Toast	\$4.96B rev · ~\$575M EBITDA

Software M&A: **10.2x median EBITDA (2024)**; mid-market SaaS **8–15x EBITDA**. A data + loyalty + advertising model argues for SaaS-class multiples — well above the cyclical OTA floor. Each new port is accretive at near-zero marginal cost.

THE ASK

Built, not theoretical: a white-label engine that drops onto any port with one URL. First port live in Puerto Rico, then rinse-and-repeat across every port. **We're building this so the industry has to stop us — or buy us.** Contact: Jeff Cline · jeff.cline@me.com