



U.S. MARKET ENTRY | CLOSED B2B WHITE LABEL ADVISING MODEL

CONTEXT AND MARKET POSITIONING

With over 30 years of international business experience, we have built our work through global projects and long-term engagement across different markets. Over time, we have developed a strong, high-level network consisting mainly of C-level executives, corporations, as well as representatives of governmental and non-governmental organizations, many of whom have become trusted professional and personal contacts.

Our work is based on trust, reputation, and long-term relationships rather than transactional engagement. We apply this background within the luxury tourism sector, where credibility, access, and relationship-driven positioning are key factors in creating value.

CONCEPT: CLOSED B2B WHITE LABEL ADVISING MODEL

We operate a closed, selective, B2B white label advisory model designed for tourism partners and structured market entry support. This is not a traditional sales or travel agency model, and we do not operate on booking or commission-based structures.

Clients are not selected based on destinations, but are matched based on their profile, expectations, and travel preferences against structured itineraries.

Our advisory to end clients is not directly charged, although it is typically monetized in the market. This approach increases competitiveness, reduces friction in client acquisition, and improves access to qualified travelers.

All itineraries are presented under our U.S.-based company and brand in a white label format, increasing trust, credibility, and perceived quality.

The model is fully selective, controlled, and focused on precision matching between demand and execution partners.

VALUE PROPOSITION

Our value lies in transforming high-level demand into structured, premium travel experiences aligned with the expectations of the U.S. luxury market.

We do not compete on destinations or standard packages, but on experience design, positioning quality, and perceived value.

This enables partners to access a more qualified, trust-driven luxury travel segment.



MARKET CONTEXT AND LUXURY SEGMENT

In 2024, the United States recorded approximately 106,000,000 outbound travelers, increasing to around 109,000,000 in 2025.

An estimated 8% of these travelers participated in the luxury travel segment, representing a consistently strong and scalable high-value market.

This segment prioritizes exclusive, experience-driven travel with a strong focus on personalization, quality, and service standards.

PRODUCT STRUCTURE (OFFERING DESIGN)

Our offering is structured around curated travel experiences for groups of 2–6 clients.

The average price per client ranges from \$18,000 to \$34,000, depending on duration, destination, and level of customization.

Standard itinerary formats include:

- 7 days
- 10–12 days
- 14 days

Our target segment consists primarily of C-level executives, business owners, and senior decision-makers who value exclusivity, efficiency, and unique experiences.

Demographic structure:

- 35–55 years old: 70%
- 25–35 years old: 10%
- 55+ years old: 20%

OPERATIONAL MODEL

We identify and qualify potential clients through our professional network, relationship-based referrals, strategic partnerships, and targeted market positioning activities within the U.S. luxury segment.

Once a group of 2–6 clients is formed, their contact information is transferred to the execution partner (tourism agency), which assumes responsibility for all client communication and operational delivery.

The execution partner manages logistics, reservations, local coordination, and on-ground execution, while we remain involved at the advisory, strategic, and quality-control level.



Each itinerary follows a structured process:

- validation of execution quality
- real-time optimization
- operational stabilization
- scaling after successful validation

COMMERCIAL MODEL

The average final client price for a 10-day itinerary is approximately \$25,000 per client.

This typically consists of:

- \$16,000 operational costs
- \$5,000 allocated to the execution partner
- \$4,000 allocated to The Wise Eagles LLC

In addition, the execution partner pays a monthly retainer of \$6,900 to The Wise Eagles LLC for ongoing advisory, coordination, market positioning, and strategic support.

RETAINER SCOPE

The monthly retainer includes:

- U.S. market positioning
- itinerary development and design
- operational advisory before, during, and after execution
- research and development (R&D)
- strategic planning
- optimization of existing itineraries
- development of new itinerary concepts
- support in marketing materials and white label presentation

ECONOMIC LOGIC - BUSINESS CASE & ROI

The market value of comparable advisory services delivered through a Closed B2B White Label Advising Model in the U.S. market is approximately \$18,000 per month.

The \$6,900 monthly retainer is structured as a strategic entry point that reduces partner risk while providing continuous advisory, operational support, and market development.

Based on the average itinerary value, approximately two clients are sufficient to cover the monthly retainer while generating meaningful additional profit for the execution partner.



IMPLEMENTATION AND NEXT STEPS

The model is ready for implementation.

The next step is internal alignment on the partner's side to define the cooperation framework, operational structure, and market-entry strategy.

Following alignment, we proceed with onboarding, itinerary validation, pilot execution, performance review, and scaling.

STRATEGIC AND OPERATIONAL ADVISORY ROLE

In addition to identifying and qualifying travelers, we assist tourism partners in developing the systems, standards, and service quality required by the U.S. luxury travel market.

We support itinerary creation and design, help establish appropriate operational and logistical standards, and work closely with partners to ensure that the overall experience aligns with the expectations of high-value U.S. travelers.

Through continuous research and development (R&D), we recommend improvements to existing itineraries, propose new experiences, and introduce innovative approaches to itinerary presentation and market positioning.

Our role extends beyond client acquisition. We function as a long-term strategic and operational partner focused on continuous improvement of processes, organization, service quality, and product development, helping partners build a sustainable and scalable presence within the U.S. luxury travel segment.

Our objective is not simply to generate travelers, but to build a sustainable and scalable framework that enables our partners to successfully access and grow within the U.S. luxury travel market.