

INVESTOR BRIEFING · MARKET

LuxApertura

The photo moment in the romance economy

Open to the light. Local photographer booking at luxapertura.com.

Couples already pay to capture their story

£2,269

UK spend staging a proposal, more than the £1,588 ring.

£698

Average budget share going to professional photographers.

49%

Say social media shaped their proposal.

LuxApertura turns that intent into a bookable, local, reliable session.



A proposal in Plaka, Athens.

The romance ecosystem, from first match to anniversary



01

Meet

Online dating: $12.1B globally in 2025, +7.4% a year to 2033.

02

Celebrate

US Valentine's record $27.5B; $5.4B on evenings out.

03

Commit

Proposals and pre-wedding shoots; wedding photo travel services $4.1B.

04

Travel together

Honeymoon tourism $139.5B, Europe 39.1%.

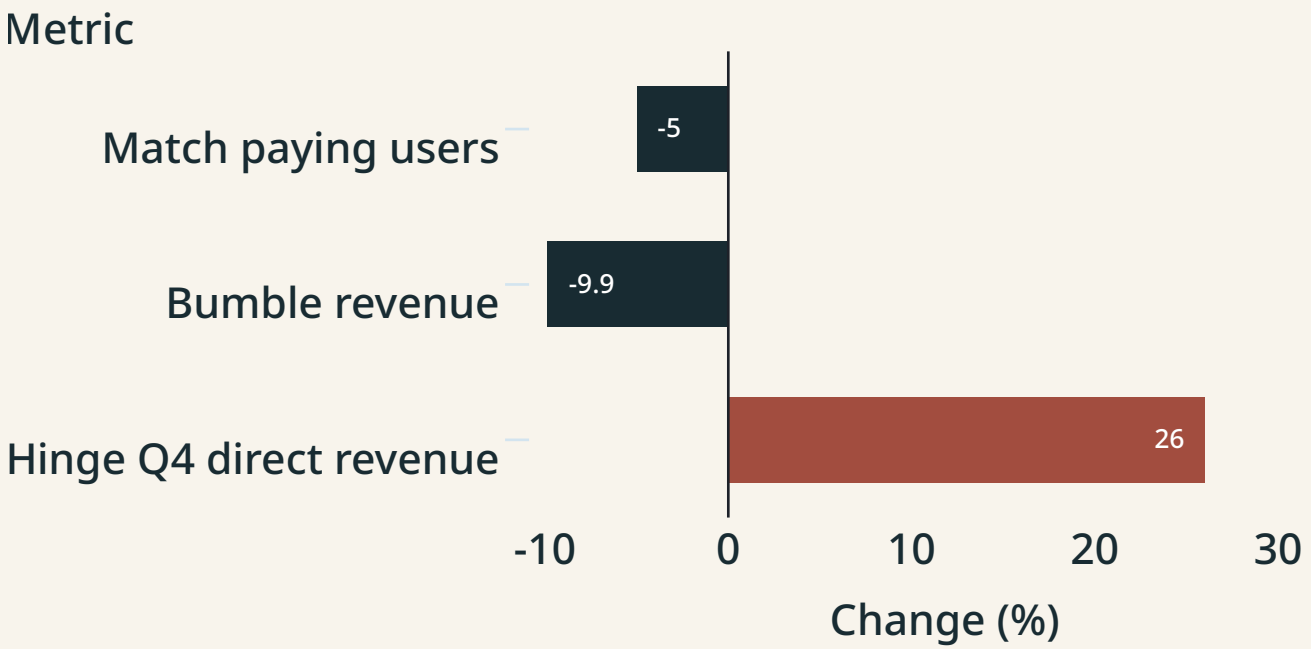
05

Remember

Anniversaries, vow renewals, milestone trips.

LuxApertura sits at the moments couples want to keep.

Dating apps are hunting for real-world value



Match Group: 2025 revenue $3.49B, flat; 14.2M payers.
Bumble: revenue $965.7M; payers down 11.5%.
Hinge: European MAU up nearly 50%.

IMPLICATION

Offline date experiences are a partnership opening for LuxApertura.

A hypothesis to test, not a signed channel.



Travel supplies the volume

INTERNATIONAL ARRIVALS, 2025

1.52 billion

FOREIGN LEISURE PASSENGERS INTO ATHENS, 2025

8,034,475

GREECE TRAVEL RECEIPTS, JAN–AUG 2026

+9.4%

Couples and families buy for holiday memories and anniversaries; proposals need zero-failure delivery.

A €1.52B global opportunity in travel portraits

6.91M

Potential sessions a year: arrivals ÷ 2.2 per party × 1.0% purchase.

×

€220

Average session value before VAT, at a 22% net take rate.

→

€1.52B

Modeled TAM in GMV; €334.4M net commission potential.

Model, not measured market data. Excludes weddings, domestic travel and commercial shoots: romance adjacencies sit on top.

Purchase incidence is the swing factor

Case	Per party	Incidence	Session value	Annual GMV
Low	2.5	0.5%	EUR 180	EUR 547.2M
Base	**2.2**	**1.0%**	**EUR 220**	**EUR 1.520B**
High	2.0	2.0%	EUR 300	EUR 4.560B

Modeled scenarios for annual global GMV.

COMMISSION POOL

€120.4M to €1.003B

The pilot tests incidence directly.

Athens and Lisbon: a €12.2M beachhead



Greater Lisbon follows Athens.

5.22M

Athens adjusted visits, 65% serviceable

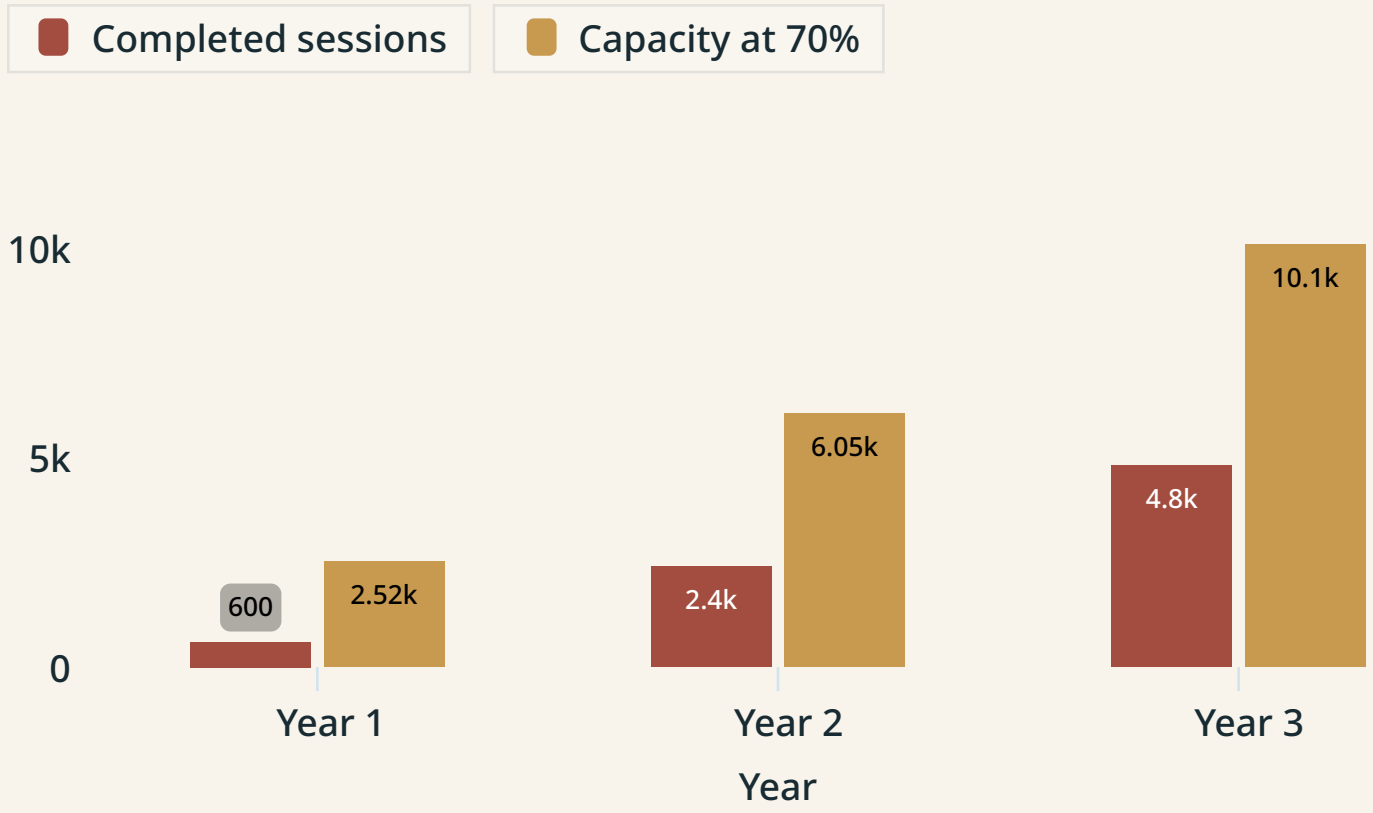
6.98M

Greater Lisbon visits, 80% serviceable

Modeled ~55,457 sessions a year: €12.20M GMV, €2.68M commission. Range €3.63M to €41.63M across assumptions.

Athens first: founder on the ground. Lisbon only after proof.

Year 3 target: 4,800 sessions, €1.056M GMV



MODELED PLAN

8×

Sessions grow eightfold by Year 3 while capacity stays ahead of demand.

Qualified visits 30K → 200K; conversion 2.0% → 2.4%. 8.7% of SAM, 0.069% of global TAM.

A crowded category, with a clear gap

Player	Price or reach	Booking	Pose guides · shoot boards
Flytographer	USD 325 / 30 min, premium benchmark	Request, then confirm	Not shown
Localgrapher	USD 280	Request, then confirm	Not shown
Smiler Athens	From EUR 89	Request, then confirm	Not shown
Airbnb Services	Photography in 260 cities	Request, then confirm	Not shown
LuxApertura	€149 to €399 packages	Reserved slots (planned)	Filterable guides, private boards

No rival shown with filterable pose guides or private shoot boards.

Built for couples who want it to go right

Choose the artist

Book a specific photographer by style.

Pose & Feel Confident

A couples series with no-contact alternatives.

My Shoot Board

Private, shared only with the booked photographer.

Proposal readiness

Backup photographer, location plan, coordinated timeline.



Guidance on the street, before the shot.

Packages: City Moment €149 · City Story €249 · Signature Walk €399

Romance partners extend distribution



Boutique hotels lead.

40%

Boutique hotels

40% partner bookings targeted by end of Year 1.

Channels to test
Proposal planners, honeymoon agents, jewelers and date-experience apps: hypotheses, not signed.

Search by occasion
Pages such as couple portraits in Plaka.

A smoother calendar
Valentine's, engagement season and anniversaries fill travel's gaps.

Economics and funding

FUNDING NEED

~€352,000

Over build and three operating years, incl. 15% contingency.

€249,720

Year 3 platform revenue (model)

−€36,816

Year 3 operating loss (model)

22%

Commission, plus optional €29/month Pro plan

KEY RISKS

INCIDENCE | LIQUIDITY BY TIME SLOT | LEAKAGE | SEASONALITY

THE ASK

Fund a gated path to proof

€6,000–12,000

concierge pilot

Six weeks, 30 paid shoots.

01

MVP on thresholds

Released only when pilot thresholds are met.

02

Test a romance channel

Proposals, honeymooners, one dating or date-experience partner.

Open to the light. luxapertura.com

