

EducatedTraveler Community Interest Survey

Introduction

Thank you for your interest! We're building EducatedTraveler—a new way to learn real skills through extended immersive journeys at the source (like earning your yoga certification in Bali, diving certification in Thailand, or sailing certification in Greece).

This survey takes about 5-7 minutes. Your honest feedback will help us shape the perfect experience.

SECTION 1: About You

1. What's your age range?

- 18-24
- 25-29
- 30-34
- 35-39
- 40-44
- 45-49
- 50-54
- 55-59
- 60+

2. What's your current household income?

- Under \$50,000
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- \$150,000-\$199,999
- \$200,000-\$299,999

- \$300,000+
- Prefer not to say

3. Where are you located?

- United States
- United Kingdom
- Canada
- Australia
- Germany/Switzerland/Austria
- Other Europe
- Asia
- Other (please specify)

4. What best describes your current situation?

- Full-time employed (in-office)
 - Full-time employed (remote/hybrid)
 - Self-employed/Entrepreneur
 - Between jobs/Career transition
 - Student
 - Retired
 - Other
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SECTION 2: Travel & Learning Habits

5. How many international trips do you take per year?

- 0-1
- 2-3

- 4-5
- 6+

6. What's your typical international trip duration?

- 3-7 days
- 7-14 days
- 2-3 weeks
- 1 month
- 1-3 months
- 3+ months

7. How much do you typically spend per person on an international trip?

- Under \$2,000
- \$2,000-\$3,999
- \$4,000-\$5,999
- \$6,000-\$7,999
- \$8,000-\$9,999
- \$10,000-\$14,999
- \$15,000+

8. Have you taken any skill-based travel experiences? (cooking classes abroad, yoga retreats, diving courses, etc.)

- Yes, multiple times
- Yes, once or twice
- No, but I'm interested
- No, not interested

9. Do you currently hold any international certifications? (PADI diving, yoga teacher, sailing license, wine certification, etc.)

- Yes (please specify): _____
 - No
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SECTION 3: The Core Concept

EducatedTraveler offers 3 types of journeys:

- **Foundation** (7-21 days): Earn entry-level certifications like PADI Open Water, Yoga Alliance 200hr, WSET Wine Level 2
- **Mastery** (30-60 days): Earn advanced certifications like PADI Divemaster, Yoga 500hr, RYA Yachtmaster
- **Sagas** (90-180 days): Complete multi-certification transformations with 3-6 month immersions

All programs include:

- International certification from recognized bodies
- Learning at the source (authentic locations where skills originated)
- Small groups (8-12 people max)
- 4-star accommodation
- Pre-trip community building (meet your cohort 30-90 days before)
- Lifelong alumni network
- Expert instruction and learning materials

(Meals typically not included - allows flexibility for dietary preferences)

10. How interested are you in this concept overall?

- Extremely interested (would book today)
- Very interested (would seriously consider)
- Moderately interested (would explore more)
- Slightly interested (curious but unlikely)

- NOT INTERESTED

11. What duration appeals to you most? (Select all that apply)

- ☐ 7-14 days (Foundation)
- ☐ 21 days (Foundation)
- ☐ 30-45 days (Mastery)
- ☐ 60 days (Mastery)
- ☐ 90+ days (Saga)
- ☐ 180 days (Full Saga)

12. What price range would you consider for a 21-day certified journey? (includes instruction, certification, accommodation)

- \$3,000-\$3,999
 - \$4,000-\$4,999
 - \$5,000-\$5,999
 - \$6,000-\$6,999
 - \$7,000+
 - Would not pay this much
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SECTION 4: Journey Categories

13. Which journey types interest you most? (Select up to 3)

- ☐ **Adventure** (diving, surfing, kitesurfing, climbing, mountaineering)
- ☐ **Culinary** (wine certification, cooking, pastry, spirits, cheese)
- ☐ **Wellness** (yoga teacher training, meditation, wellness coaching, breathwork)
- ☐ **Sailing** (RYA certifications, navigation, racing)
- ☐ **Creative** (photography, filmmaking, writing, art, pottery, music)
- ☐ **Professional** (leadership, public speaking, business, digital marketing)
- ☐ **Language** (Spanish, French, Italian, Japanese immersion)

14. Which specific programs would you book? (Select all that apply)

- ☐ Bali Yoga Teacher Training (200hr, 21 days, ~\$4,500)

- ☐ Thailand PADI Divemaster (45 days, ~\$9,500)
 - ☐ Tuscany Wine Certification (WSET 2-3, 14-21 days, ~\$6,500)
 - ☐ Greece Sailing RYA Certification (7-30 days, ~\$5,800-\$11,000)
 - ☐ Iceland Photography Mastery (14 days, ~\$6,000)
 - ☐ Costa Rica Spanish Immersion (21 days, ~\$4,200)
 - ☐ None of these specifically
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SECTION 5: Community Features

15. How important is connecting with your cohort BEFORE the trip? (meeting 30-90 days before via WhatsApp/Slack/video calls)

- Extremely important (a deciding factor)
- Very important
- Moderately important
- Slightly important
- Not important

16. How important is small group size (8-12 people max)?

- Extremely important
- Very important
- Moderately important
- Slightly important
- Not important

17. Would you want to stay connected to alumni after your journey?

- Yes, definitely (meetups, reunions, ongoing community)
- Yes, casually (online platform, occasional events)
- Maybe (depends on the people)
- No, prefer to move on after the trip

18. Would you book a second journey within 2 years if you loved your first experience?

- Definitely yes
 - Probably yes
 - Maybe
 - Probably not
 - Definitely not
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SECTION 6: Premium Add-Ons**19. Which premium add-ons would you consider? (Select all that apply)**

- ☐ Luxury accommodation upgrade (+\$800-\$3,000)
- ☐ Private 1-on-1 instruction sessions (+\$1,000-\$4,000)
- ☐ Exclusive experiences (private winery tours, Michelin dinners) (+\$400-\$2,500)
- ☐ Professional photo/video documentation of your journey (+\$800-\$2,500)
- ☐ Extended stay for deeper immersion (add 1-2 weeks)
- ☐ All-inclusive meal package (+\$600-\$1,200 for 21 days)
- ☐ None, prefer the standard package

19a. Regarding meals not being included in the base price, how do you feel about this?

- I prefer it this way (more flexibility)
 - Neutral (doesn't matter)
 - I'd prefer all-inclusive with meals
 - This would prevent me from booking
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SECTION 7: Innovation Features**20. We're exploring blockchain-verified digital credentials (NFTs) that would give you:**

- Verifiable proof of certification (fraud-proof)

- Portable identity across platforms (LinkedIn, personal site, metaverse)
- Gamified XP and leveling system
- Access to exclusive alumni benefits

How interested are you in this feature?

- Very interested (this is exciting!)
- Somewhat interested (nice to have)
- Neutral (don't care either way)
- Skeptical (seems unnecessary)
- Not interested (would prefer without)

21. Would you be interested in "stacking" certifications into longer sagas? (e.g., start with 21-day yoga foundation, return for 60-day advanced mastery, build toward 6-month complete wellness transformation)

- Yes, I love the progression system
 - Maybe, depends on the first experience
 - No, prefer one-time experiences
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SECTION 8: Concerns & Objections

22. What would prevent you from booking? (Select all that apply)

- ☐ Price too high
- ☐ Can't take that much time off work
- ☐ Unsure about traveling with strangers
- ☐ Prefer learning locally
- ☐ Don't want certification, just experience
- ☐ Safety concerns
- ☐ Would need more flexibility in dates
- ☐ Other (please specify): _____

23. What would make you MORE likely to book? (Select all that apply)

- ☐ Payment plans available
 - ☐ Ability to connect with past participants before booking
 - ☐ Video testimonials from alumni
 - ☐ Option to bring a friend/partner
 - ☐ Corporate sponsorship/sabbatical programs
 - ☐ Money-back guarantee if certification not earned
 - ☐ More flexible dates
 - ☐ Lower price point
 - ☐ Other (please specify): _____
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SECTION 9: Decision-Making

24. How do you typically book travel experiences?

- Research extensively online (weeks/months)
- Ask friends for recommendations
- Book quickly when something feels right
- Through travel agents
- Based on social media/influencer recommendations
- Other: _____

25. How far in advance do you typically plan international trips?

- 1-3 months
- 3-6 months
- 6-12 months
- 12+ months
- I'm spontaneous (book within weeks)

26. If EducatedTraveler launched today, when would you book?

- Within 1 month

- Within 3 months
 - Within 6 months
 - Within 1 year
 - 1+ years from now
 - Would not book
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SECTION 10: Open Feedback

27. What excites you most about this concept? (Open text)

28. What concerns you most about this concept? (Open text)

29. What destinations or certifications are we missing that you'd want? (Open text)

30. Would you like us to contact you when we launch?

- Yes (please provide email): _____
 - No thanks
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Thank You!

Your feedback is invaluable. If you selected "Yes" to being contacted, we'll reach out with:

- Early access to program launches
- Founding member discounts
- Exclusive webinars with master instructors
- First look at new destinations

Follow our journey:

- Website: educatedtraveler.com
- Instagram: [@educatedtraveler](https://www.instagram.com/educatedtraveler)
- Email: hello@educatedtraveler.com

"Skills last. Tans fade."