



Survey Shows Strong Demand for Beach/Volunteer Vacation

Overview: A 2018 survey of 2000 respondents by market research firm [Survata](#) confirmed strong demand for a BeachCorps vacation that, for the first time ever, combines a beach vacation with support for a nonprofit cause. Among US respondents, more than half were “Extremely” or “Very Interested” and more than a third “Somewhat Interested” after watching a [90 second video on BeachCorps](#), with only 6.9% not showing interest. The survey also showed strong support for BeachCorps plans to expand volunteering beyond manual labor to include people-to-people engagement activities like musicals and baseball and also our [Dynamic Donor](#) program promoting donations of school supplies and used items. With approximately 30 million people traveling to the Caribbean each year and about half of travelers in major markets like the USA open to volunteering, the survey confirms the potential target market for a BeachCorps vacation **in the tens of millions**. The survey confirms Facebook ad manager market analysis that shows a potential market in the USA alone of 26 million Facebook users.

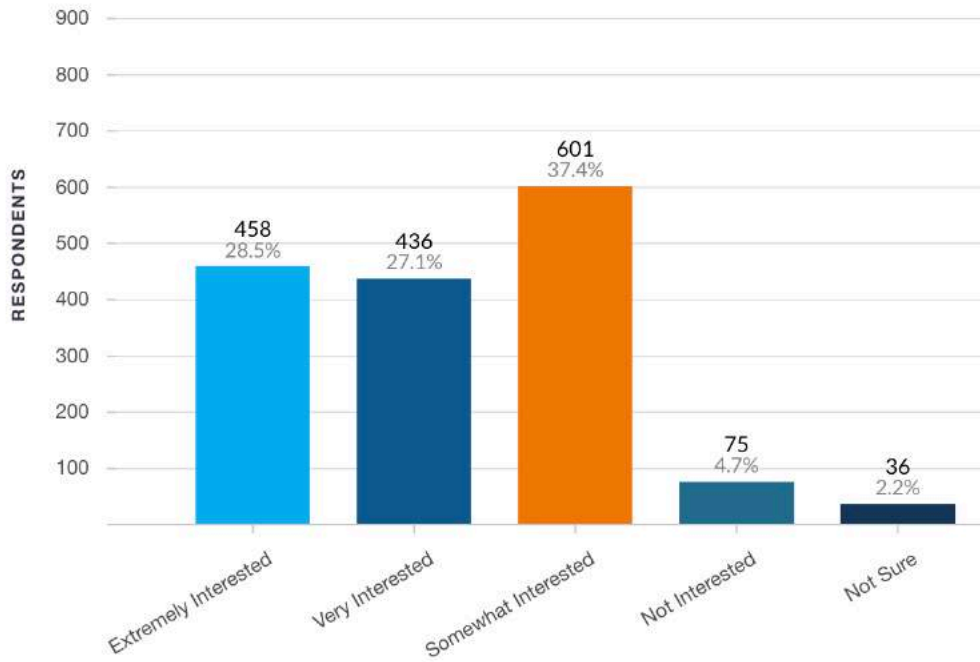
Survey Confirms BeachCorps Model: When respondents learned that 1) BeachCorps will cost less than typical volunteer vacations that fail to include beach lodging chosen by the traveller and a reputable, independent nonprofit cause, but 2) more than a typical excursion like zip-lining, 29% said they were “More Interested” in BeachCorps and 52.3% said they had “The Same Level of Interest,” while only 18.7% failed to show interest. On the key question of whether a respondent would be willing to donate extra to the nonprofit cause in addition to paying for their excursion and vacation, 84.2% said yes. Canadian survey results were strongly similar to the USA results.

Methodology Details: San Francisco-based Survata partners with high quality online publishers whose visitors take surveys to access premium content like an e-book or video. Survata surveyed 1600 US respondents and 400 Canadian respondents ages 18-54 with household incomes of US\$ 35,000+ and who indicated interest in a “Caribbean Beach Vacation” and in possible future volunteering for a nonprofit. US respondents came from 31 states, mostly east of the Mississippi, which form the core of US demand for Caribbean vacations. Survata mixes the order of questions, takes steps to avoid sample bias, provides multiple “veracity” tests to ensure responses are accurate and that results are statistically significant. For more info, visit [Survata’s methodology section](#).

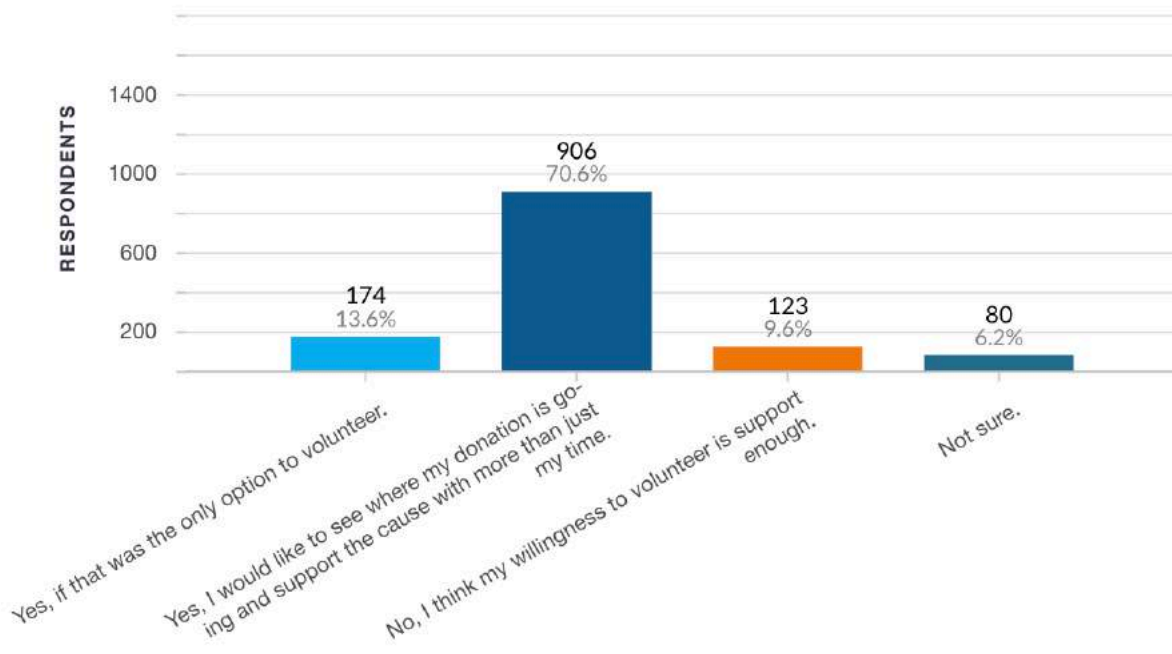
Key Survey Question Results (USA)

(Respondents 3/2018 Answered After Seeing [90 second BeachCorps Video](#))

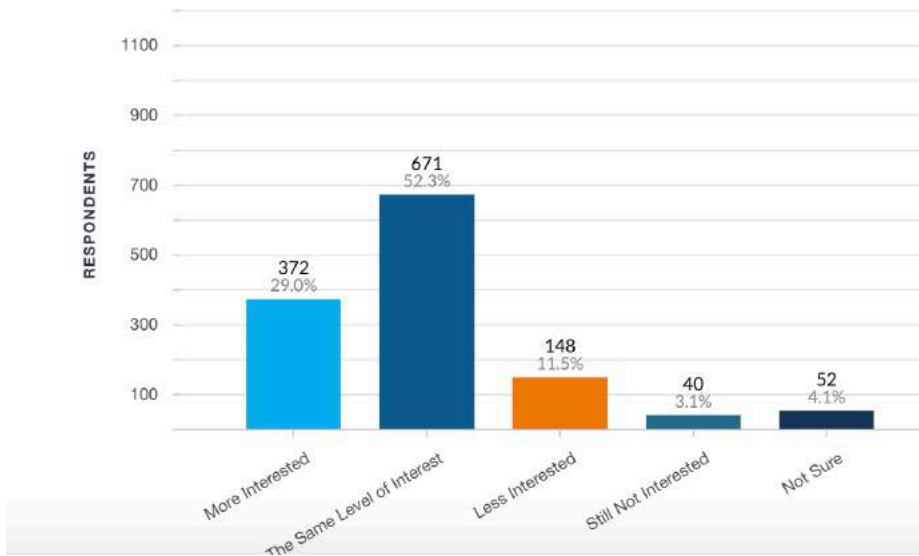
- 3 How potentially interested are you in combining a beach vacation with a volunteer excursion to support a worthy cause?



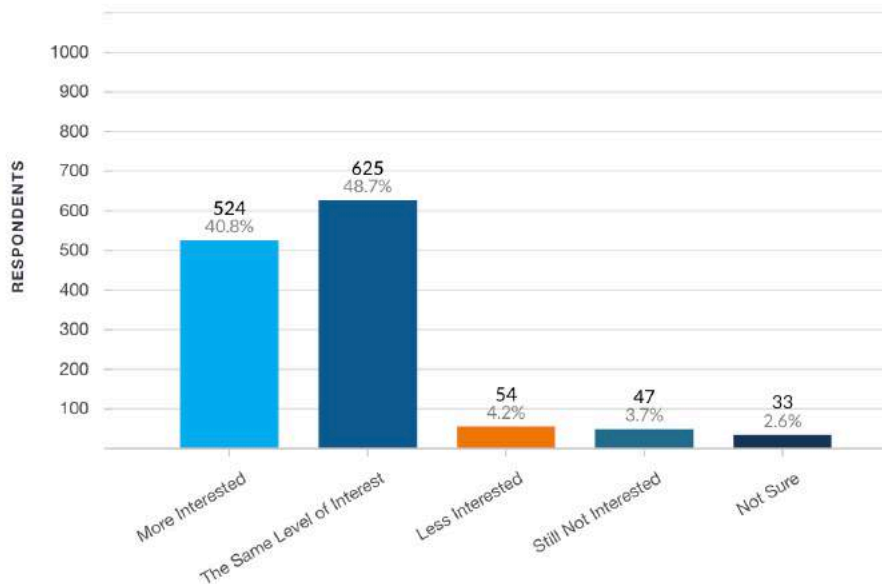
- 4 Would you ever donate money to a cause that you are also supporting through volunteer work?



5 Typical, existing volunteer vacations in the Dominican Republic do not include 1) a hotel or AirBnB close to the beach you choose for yourself or 2) a worthy, independent nonprofit. Typical volunteer vacations also cost a minimum of \$2200-\$3000. BeachCorps will cost much less than that and includes beach lodging you choose and a reputable, independent nonprofit cause, but it will cost more than a typical excursion like zip-lining or dune buggies because we ask that you also make a donation directly to the nonprofit you are supporting. Knowing that, are you more or less interested in considering a BeachCorps vacation?



7 BeachCorps vacations redefine volunteering away from only manual labor, like painting, to also include people-to-people engagement activities with locals, like playing baseball, cooking and performing in a musical show, or even zip-lining, all chosen by the nonprofit. Knowing that, are you more or less interested in considering a BeachCorps vacation?



Question on “Dynamic Donor” Program

This survey question confirms strong potential interest in the “[Dynamic Donor](#)” program to support the nonprofit FECOTUR program “[Recycling for Education](#)” where volunteers can donate for free and non-volunteers can pay \$5 to have their bag picked up at their hotel. More than 70% of respondents said that they would be interested in making donations linked to education and recycling, with 30.9% even willing to pay the bag fees. The data will show an airline like Southwest that already waives bag fees that this could be a great program to support via social media, while an airline that is strongly committed to sustainability like Delta might opt to waive baggage fees as part of its support for the program. In both cases, support for this program could set the airline apart in terms of its commitment to sustainability. The FECOTUR “Recycling for Education” program could be taken all over the Dominican Republic.

- 12 BeachCorps will allow volunteers and others to donate school supplies and/or used items like clothing to a worthy nonprofit that will either give them to kids who promote recycling or sell the donated items in thrift stores and flea markets to raise money for recycling and education. Would you be interested in participating in such a program?

