

European Family Summer Camp — Paid Reservation Validation Protocol

A demand test in which free waitlists and social engagement count as zero

Prepared from independently checkable public sources. No supplier inquiry, reservation, contract, booking, payment, or private-account access occurred.

Objective

Test whether qualified families will place real, refundable money behind the exact July 2027 product and price. The protocol is designed to distinguish purchase intent from curiosity while limiting consumer risk.

Legal prerequisite

Do not open paid reservations until Portuguese and U.S. counsel clear the organizer, merchant-of-record, refund and seller-of-travel structure.

Offer tested

Variant	Family of 3	Family of 4	Dates	Core child hours
Cascais-Oeiras coast	€13,100	€15,400	4 Jul–1 Aug 2027	Mon–Thu 13:30–21:30; Fri 13:30–18:30
Porto-Foz-Matosinhos	€11,800	€13,900	4 Jul–1 Aug 2027	Same

Display all material inclusions and exclusions. State that airfare and most adult meals are excluded. Do not use “starting at” pricing for the validation page.

Reservation instrument

Term	Rule
Amount	€250 per family.
Refundability	Fully refundable on request before conversion; no administrative deduction.
Credit	100% credited toward the program if customer signs.
Collector	Compliant RNAVT organizer/MoR or other structure explicitly cleared by counsel.
Refund SLA	Target five business days; disclose actual processor/bank timing.
Card/transfer fees	Absorbed by the business for validation; customer receives full €250 back.
Capacity representation	Priority position only, not a guaranteed unit or final acceptance until supplier/legal gates pass.
Data	Collect only information needed for qualification, refund and follow-up.

What counts

Counts toward gate	Does not count
Cleared payment from a unique qualified family	Free waitlist signup
Reservation remains active at measurement date	Instagram like, follow, save, share or DM
Customer saw exact price/dates/hours	Survey saying “interested”
No hidden discount or founder subsidy	Duplicate household/payment
Customer meets child-age and schedule criteria	Staff, founder or vendor reservation
Refund request removed immediately from active count	Reservation with special undisclosed terms

Qualification questions

1. Number and ages of children on 5 July 2027.
2. Preferred city and acceptable alternate.
3. Required work-time zone and hours.
4. Need for coworking, Friday late care, allergies/accessibility or housing upgrade.
5. Passport/entry eligibility acknowledgement—not document collection at this stage.
6. Acceptance of displayed price range, exclusions and refundable reservation terms.

Thresholds

Measurement point	Minimum active paid reservations	Decision
30 days	10	Below 10: pause paid media and diagnose offer/price/channel before more supplier exposure.
60 days	20	Below 20: do not choose city or sign material inventory.
90 days	30 minimum; 36 target	Below 30: no launch. 30–36: proceed only if supplier/legal gates pass.
31 January 2027	15 signed program contracts	Below 15: cancel/postpone and release inventory.

Reservations can exceed cohort capacity because not all will convert, but customer messaging must not imply guaranteed acceptance.

City-selection experiment

7. Use matched landing-page structure, photography quality, detail and traffic allocation for both cities.
8. Do not let a cheaper Porto price receive weaker presentation or different qualification rules.
9. Report unique visitors, qualified starts, completed payments, refund requests and signed conversions by city and family size.
10. Normalize acquisition costs for channel and audience differences.
11. Select the city only after integrating paid conversion with written supplier economics.

Metric	Definition	Target / use
Paid reservation conversion	Active paid reservations ÷ qualified landing-page visitors	Compare by city/channel; no universal public benchmark assumed.
30-day refund rate	Refunded reservations ÷ cleared reservations	High rate triggers interview/review; refunded payments do not count.
CAC per active reservation	Eligible paid media + attributable creator/partner cost ÷ active paid reservations	Diagnostic; not final customer CAC.
Signed-family CAC	All acquisition spend ÷ signed families	Porto base €850 planning; Cascais €900; hard ceiling €1,500 absent margin reprice.
Reservation-to-contract	Signed families ÷ unique reservations	Use for inventory and cash planning.

Traffic and channel rules

- Use paid social/search, relevant newsletters, family-travel creators, founder/remote-work communities and referrals as measurable channels.
- Track every source with campaign IDs and deduplicate households.
- Include cash creator fees and discounts in CAC.
- Do not report organic impressions as demand.
- A referral counts only when the referred family pays.

Customer truth standards

- State exact child hours and time-zone conversion.
- State that 09:00–17:00 Pacific is not fully covered.
- Name the contracting organizer and identify the camp as third-party operated once selected.
- State whether housing is assigned before final payment and the remedy if assignment materially differs.
- State that the cohort is conditional on minimum enrollment and supplier/legal gates.
- State refund mechanics plainly and avoid nonrefundable language during the validation stage.

Decision matrix after 90 days

Supplier economics	Paid demand	Action
Pass	Pass	Select city; convert reservations to contracts under approved terms.
Pass	Fail	Do not launch; review price/product/channel only after issuing refunds.
Fail	Pass	Reprice/reconfigure and re-consent customers; do not rely on demand to justify bad economics.
Fail	Fail	Stop.

Validation reporting template

Field	Cascais	Porto	Total
Qualified visitors			
Cleared reservations			
Refunded reservations			
Active reservations			
Reservation revenue held			
Acquisition spend			
CAC / active reservation			
Signed contracts			
Signed-family CAC			
Family of 3 / family of 4 mix			

Child count / ages			
Time-zone mix			

Stop rules

- No paid launch if legal/MoR gate is open.
- Stop counting a reservation immediately when refund is requested.
- No extension of the test merely to manufacture the threshold.
- No conversion to nonrefundable terms until exact city, supplier stack, housing standards and contract are disclosed.
- No material supplier deposit based on free interest.