



Travel Doctor / Seven Journeys

Travel is medicine

Pitch Deck, April 2024

Synopsis



"Travel Doctor" is a groundbreaking documentary series that explores the therapeutic effects of travel on the human spirit.

Produced and directed by Todd "Max" Carey, a globally recognized filmmaker, traveler, and advocate for travel as therapy, this series delves into the personal stories of individuals seeking healing and growth through their journeys.

Each episode focuses on a unique personal challenge and the tailor-made travel prescription that the host, working with Max and the team, offers to address it, showcasing the profound transformation that can occur.

Sizzle reel*

Seven Journeys

Paris to Kathmandu

*This sizzle reel was created by the Director in 2014 to get a feeling for how the show might go.

Format

Number of Episodes: 7

Episode Length: 52 minutes

Target Audience: Adults interested in travel, personal growth, and wellness

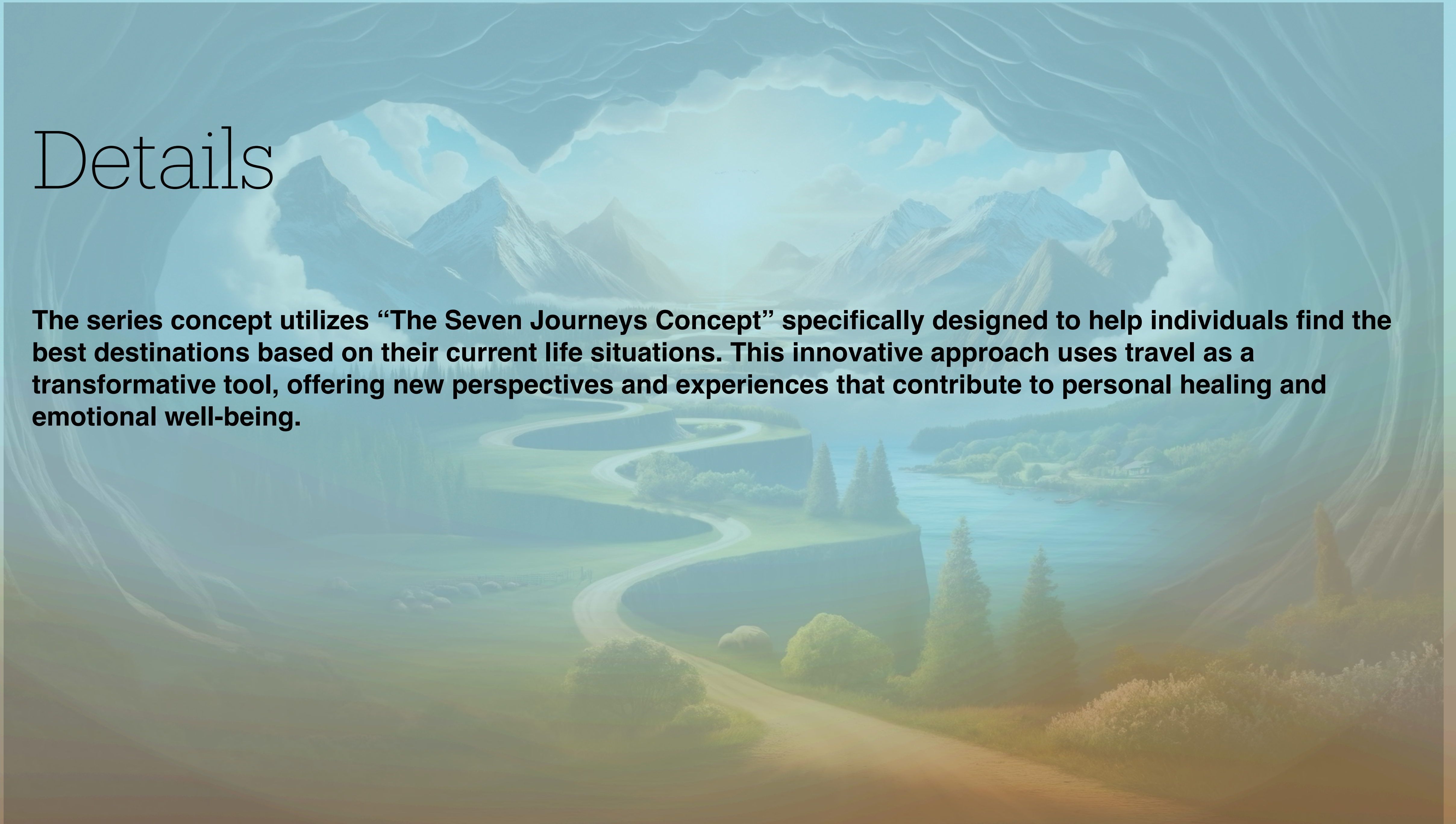
Distribution: Streaming platforms and cable networks

Producer Profile

Todd Carey - Having visited over 120 countries, Todd brings a wealth of knowledge and a unique perspective on how different environments influence emotional and mental well-being. His passion for travel as a form of healing drives the series, making him the perfect "Travel Doctor." Generally speaking, he believes there are seven major journeys in life that we must fully embrace and understand.

Details

The series concept utilizes “The Seven Journeys Concept” specifically designed to help individuals find the best destinations based on their current life situations. This innovative approach uses travel as a transformative tool, offering new perspectives and experiences that contribute to personal healing and emotional well-being.



The Seven Journeys Concept

The director proposes a philosophical framework outlining seven significant life journeys, each symbolizing a distinct stage of personal growth and existential exploration:

Innocence or Oceanic mind: This initial phase is reminiscent of a newborn's experience—unconditionally accepting and loving the world without discernment. In this stage, there is no perceived separation between the self and the universe, embodying pure innocence and unfiltered engagement with the world.

Disconnection: Analogous to the turbulent teenage years, this journey is characterized by feelings of disconnection and solitude. Individuals in this phase often feel alienated, grappling with their identity and their place in the world, leading to a profound sense of isolation. It's a crucial transition from pure innocence to a period of disconnection, providing an opportunity to reassess priorities and ultimately determine what holds significance in life.

Learning and Growth: This stage mirrors the life of a student or an apprentice, where one begins to build a career, define personal likes and dislikes, and establish a path in life. It's a period of active learning and decision-making, where the foundations of one's future self are laid.

Pleasure and Achievement: Following the establishment of a career or personal mastery, this journey focuses on enjoying the fruits of one's labor. It is characterized by experiencing the joys and pleasures of life, often seen as a reward for the hard work and perseverance demonstrated in earlier stages.

Seeking Meaning: Inspired by existential quests like those of Buddha, who left behind princely luxuries to seek enlightenment, this journey involves searching for deeper meanings in life. Individuals at this stage explore various philosophical and religious beliefs to gain a better understanding of the world and their purpose within it.

Inner Reflection: As one matures further, there comes a phase of introspection and meditation, where the focus shifts inward. It's a time for quiet reflection, allowing individuals to discover that many answers they sought externally have always resided within them. This stage often brings about clarity and a renewed sense of self.

Unity and Acceptance: The ultimate journey culminates in the profound realization that all preceding experiences are interconnected, forming a larger, cohesive whole. This stage encompasses acknowledging life's inherent contradictions and chaos as essential facets of human existence, fostering a harmonious balance within oneself. In essence, it encapsulates the essence of humanity.

Each of these journeys offers unique challenges and opportunities for personal development, reflecting a progressive deepening of understanding and acceptance of both self and the external world. The director's vision encapsulates a universal narrative arc, where each individual, despite their unique paths, encounters these fundamental stages of life, fostering a comprehensive understanding of human nature and existence.

Unique Selling Points

Tailored Therapeutic Travel: Unlike traditional travel shows that focus solely on destination highlights, "Travel Doctor: Seven Journeys" offers a personalized approach to healing and growth. Each episode features individuals facing unique personal challenges, with the host, prescribing tailor-made travel experiences specifically designed to address their emotional and spiritual needs. This innovative concept highlights the transformative power of travel as a therapeutic tool, showcasing profound personal growth and healing through immersive journeys.

Philosophical Framework of Seven Life Journeys: The series introduces a thought-provoking philosophical framework outlining seven significant life journeys, each representing a distinct stage of personal growth and existential exploration. By aligning travel destinations with these symbolic life stages, the show not only provides captivating storytelling but also offers viewers a deeper understanding of the human experience. From the innocence of exploration to the acceptance of life's complexities, "Travel Doctor" takes audiences on a profound journey of self-discovery and enlightenment.

Ensemble Cast and Real-life Transformations: "Travel Doctor" features an ensemble cast of ordinary Americans stepping out of their comfort zones and into immersive travel experiences across all seven continents. This collective dynamic shapes their individual journeys, creating compelling narratives of personal growth and transformation. By capturing authentic moments of self-discovery and cultural immersion, the series bridges the gap between reality television and documentary storytelling, offering audiences relatable characters and inspiring real-life transformations.

The Casting

The casting model for "Travel Doctor" is designed to be as dynamic and diverse as the journeys it portrays. By leveraging the power of social media and viral video contests, the series aims to attract a wide array of potential cast members while also promoting the show organically.

Detailed Casting Process:

Social Media Engagement: The initial step involves launching a campaign across multiple social media platforms, including Facebook, Instagram, and Twitter. This campaign will encourage fans and aspiring travelers to submit short videos explaining why they should be chosen to participate in the next season of "Travel Doctor." The campaign will also utilize hashtags and tagging to increase reach and engagement.

Viral Video Contests: As part of the casting process, "Travel Doctor" will host viral video contests where entrants can showcase their unique travel stories or demonstrate their readiness to step out of their comfort zones. These videos will be shared on the show's official web properties and social media pages, where the public can vote for their favorites. This interactive element not only boosts viewer engagement but also allows the audience to have a say in who they want to see embark on these transformative journeys.

Selection Criteria: The selection process will focus on diversity in all aspects—cultural background, life experiences, age, and travel history—to ensure a rich variety of perspectives within the show. The potential cast members must also display a genuine passion for adventure, a willingness to explore new cultures, and an openness to personal growth and transformation.

Promoting the Show through Casting: Utilizing the casting process as a promotional tool is a key strategy. As participants share their video entries and encourage friends and family to vote, they inherently spread the word about "Travel Doctor." This grassroots promotion helps to build anticipation and audience for the upcoming season even before it airs.

Dynamic Additions: Recognizing that real-world travel often involves unexpected encounters, the casting model also allows for spontaneous additions. If during filming the crew meets an intriguing individual who adds a compelling element to the show, the producers may invite this person to join the cast temporarily, further mimicking the unpredictable nature of travel.

Interactive Platforms: The use of an interactive platform where fans can continuously engage with the casting process and follow updates about their favorite contestants will keep the excitement alive. This platform will also serve as a hub for fans to interact with each other and discuss the show, fostering a community of travel enthusiasts. Through these innovative and interactive casting methods, "Travel Doctor" not only finds individuals who are ready for a life-changing experience but also builds a devoted fan base that feels connected to the series from the outset. This approach ensures that the cast not only represents the diverse tapestry of human experiences but also embodies the spirit of adventure that the show seeks to capture.

The Dynamics

"Travel Doctor" is a dynamic documentary series that follows an ensemble cast of ordinary Americans as they step off the beaten path and out of their comfort zones. This captivating show thrusts its participants into immersive travel experiences across all seven continents, exploring the unique challenges and opportunities each location presents for personal development. By blending the culturally immersive aspects of National Geographic documentaries with the broad appeal of travel-market shows like "No Reservations," "Travel Doctor" captures the personal journeys and transformations of its cast members, reflecting a progressive deepening of their understanding and acceptance of both self and the external world.

In a rapidly changing world where people increasingly seek to recharge, reinvent, and inspire themselves, the eco-tourism and adventure travel industries are flourishing. "Intense Travel," a key element of the series, meets this demand by offering experiences that satisfy social and environmental conscientiousness while encouraging personal growth. The show's narrative arc encapsulates a universal exploration of human nature and existence, where each individual, despite their unique paths, encounters fundamental stages of life that foster a comprehensive understanding of themselves and the world around them.

The dynamics of "Travel Doctor" also recognize that most people travel in pairs or groups, and this collective dynamic shapes their experiences. Episode by episode, the travelers find themselves in fish-out-of-water scenarios that test their limits and expand their horizons. One week, Kole might be studying digital graffiti art in a state-of-the-art Parisian studio; the next, he's training with the Gurkhas in Nepal. Meanwhile, Nora faces her agoraphobia in the crowded streets of Kathmandu and volunteers at an animal rehabilitation project, and Helena immerses herself in an orphanage for refugee children, leaving a part of her heart behind. Each episode is a testament to the transformative power of travel and the personal revelations that come with stepping into the unknown.

Episode Structure

Introduction of the Guest: Each episode begins by introducing a guest who is grappling with a specific life issue or emotional challenge.

Consultation with the Travel Doctor as he conducts an interview with the guest to understand their needs and prescribes a destination that aligns with their emotional and spiritual requirements.

The Journey: The episode documents the guest's travels to the chosen location, where they engage deeply with the culture, people, and environment.

Exploration of the Destination: The focus shifts to the destination's therapeutic aspects. This includes interviews with locals, visits to significant sites, and participation in local traditions that contribute to the healing process.

Transformation and Reflection: The episode captures the guest's experiences and the transformations they undergo during their journey.

Follow-up: The series revisits the guest post-journey to evaluate the long-term impact of the travel therapy and to see how the experiences have integrated into their daily life.

Funding

Securing funding for a TV show like "Travel Doctor:" involves several strategic approaches, leveraging both the unique appeal of the show and the various platforms available for distribution. Here are some effective ways to find funding for this type of project:

1. Television Networks and Cable Channels

Pitch to Networks Specializing in Travel and Lifestyle: Networks such as National Geographic, Travel Channel, Discovery, or lifestyle-focused channels might be interested in a show that combines travel with personal transformation.

Proposal Submission: Prepare a detailed pitch package including a series outline, episode structure, host profile, and a pilot episode script. Highlight the unique selling points of the show, such as its focus on emotional healing through travel.

2. Streaming Services

Target Streaming Platforms: Streaming platforms like Netflix, Amazon Prime Video, Hulu, and Apple TV+ are constantly looking for unique content that stands out. These platforms often fund original content that can attract and retain subscribers.

Customized Pitches: Tailor pitches to align with the content strategy of each platform, emphasizing aspects like global appeal and the potential for deep emotional engagement that fits well with diverse audiences.

3. Sponsorships and Partnerships

Travel and Lifestyle Brands: Approach companies in the travel, health, and wellness industries for sponsorships. Airlines, travel gear companies, travel agencies, and wellness brands may be interested in the promotional opportunities the show offers.

Co-Branding Opportunities: Offer to integrate brands organically into the show as travel tools or featured destinations, which can provide a realistic and subtle marketing platform for sponsors.

ustainability and success of "Travel Doctor: Journeys of the Soul."

Funding

4. Crowdfunding

Kickstarter or Indiegogo Campaigns: Launch a crowdfunding campaign to raise initial funds, particularly useful for covering development costs or producing a pilot episode. This approach also helps gauge viewer interest and build a fan base before the show's release.

Engage with Potential Viewers: Use the campaign to engage with potential viewers who can become advocates for the show. Offer incentives like exclusive behind-the-scenes content, early access to episodes, or interactive sessions with the host and crew.

5. Grants and Cultural Funds

Apply for Grants: Look for arts and cultural grants provided by governmental and non-governmental organizations that support media projects promoting cultural exchange and educational content.

International Co-Production Incentives: Explore opportunities in countries that offer tax incentives or grants for film and TV production, especially if episodes are planned across various global locations.

6. Media and Production Companies

Partnerships with Production Companies: Partner with a production company that has a track record in similar genres. They can provide funding or resources in exchange for a share of the profits or rights.

Syndication Prospects: Show the potential for syndication, which can attract companies looking for content that has a long shelf life and can be sold in multiple markets.

7. Marketing Strategy

Strong Online Presence: Utilize social media, podcasts, and travel blogs to create buzz around the show's concept before it airs. This builds an audience base that can be attractive to advertisers and sponsors.

Promotional Activities: Organize promotional activities such as travel expos, public speaking engagements for the host, and interactive webinars about the concept of travel as therapy.

By combining these approaches, you can diversify your funding sources and increase the likelihood of covering all production costs, ensuring the sustainability and success of "Travel Doctor: Journeys of the Soul."

The Team



Todd "Max" Carey

Producer / Director



Arie Van Dam

DOP



Shoshana Samole (Zisk)

Music Director / Legal



Stefan Chamberland

Sound Design

Conclusion

"Travel Doctor" transcends the traditional concept of a travel show. It is an in-depth exploration into the profound healing effects of venturing into new territories and embracing diverse cultures. Produced by Todd Carey, a seasoned traveler with a deep-seated belief in the curative power of journeys, this series offers more than mere sightseeing—it promises a transformative experience.

By accompanying us on these personalized voyages, viewers will come to understand that the most potent remedies are often not housed within the confines of a pharmacy but are found in the expansive heart of the globe itself. Each episode is designed not only to entertain but to enlighten, as it showcases the emotional and spiritual rejuvenation that comes from breaking out of one's comfort zone and engaging with the world.

Through "Travel Doctor" we aim to inspire viewers to see travel as more than a leisure activity. We present it as a vital pathway to recovery, healing, and profound self-discovery. Our goal is to open minds to the limitless possibilities that travel offers, encouraging a deeper connection with places and people, fostering empathy, and nurturing a sense of global citizenship. This series invites the audience to explore the world's therapeutic landscapes, where every journey is a step towards personal growth and emotional well-being.

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