

## Highs & Lows Adventure Company

- Description of your design concept/approach
  - Provide guided tours to small groups of solo women travelers in far off amazing places. Future goal: create specially tailored packages for girls weekends and bachelorette parties as well as tours for no more than 1 or 2 people
  - Adventures will include trekking, camping, surfing, scuba diving, and other small-group oriented activities
  - Emphasize conservationism and environmentally-friendly practices as much as possible
  - High: Himalayas, Andes, Kilimanjaro, Rockies
  - Low: Great Barrier Reef, Greece, Indonesia, Costa Rica
  - Target audience: Women in their mid 30s – early 60s; active; comfortable levels of disposable income; marital status not necessary
- What you hope to accomplish with your design concept/approach
  - Create visually appealing website that shows stock and client photography of the trips, tours, & treks the client will go on
  - Educate the client about her destination and what will be involved in the trip
  - Provide resources and connect potential client with guides and/or past clients to get more information about specific destinations and experiences
- Other sites you looked at for inspiration (include links)
  - Let's Go Travel - Harvard-originated travel guide that was originally designed for college student budgets and the opportunity to see far-away places
  - Rick Steves - Great information and history of places. Showcases some lesser known things to do in the popular tourist destinations
  - Lonely Planet - Australian-based travel guide whose origins are based in Southeast Asian travel and has expanded to worldwide destinations on very little money. One of the original backpacker's guides to cheap travel.
- Other sites for comparable businesses that justify your concept/approach (include links)
  - Embark Exploration - personal experience with how the organized and educated their clients for adventures that are physically demanding
  - REI Adventures - Offers all sorts of levels of outdoor adventures on almost all of the continents. They also include family-friendly trips and include levels of stress regarding the type of activity one will encounter

- [Surf Diva](#) - women-owned surf company in San Diego. Offer retreats in Costa Rica as well as all levels of surf instruction.