



*"I just want to skip all the nonsense and have a solid day on the slopes."*

**Age:** 20

**Work:** Student

**Family:** Single

**Location:** Boulder, CO

**Character:** The wild one

**Pass Type:** Season

**Equipment Type:** Snowboard

**Rents Gear?** No

Rambunctious

Confident

Playful

Comfortable

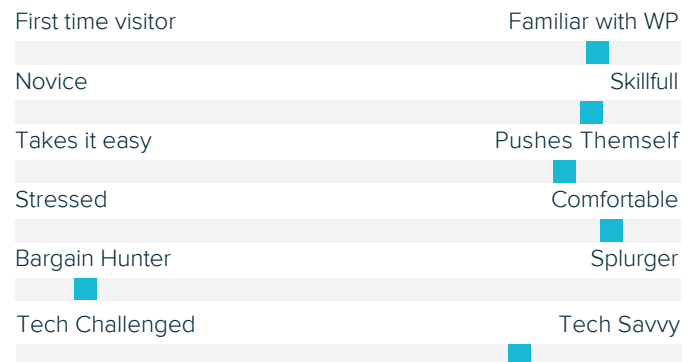
## Bio

Brody is your typical Ski Bum. Being born in raised in CO, he's been hitting the slopes since he was able to walk. He gets a season pass every year but isn't loyal to any one resort. Nowadays, he mostly makes weekend trips with his friends. The groups he goes up with are made up of different level skiers/boarders, so it's not uncommon for them to split up during the day and reconvene later.

When it comes to his boarding habits, if his legs don't feel like noodles at the end of the day, then it wasn't a good day. He's the type of guy who's focused on getting the most out of his day on the slopes, seeking out the groomers early in the morning and often being one of the last people left on the mountain before close. Lift closures and bad weather are a huge annoyance for him.

Being that he's a college student in the area, he's always linking up and running into people he knows on the slopes. Also like most college students, Brody is pretty broke. If he can help it, he doesn't want to add on any extra expenses, (parking, food, etc.).

## Brody & Skiing



## Goals

- Hit all the best runs at all the best times.
- Keep up with his friends.
- Link up with friends he may not have even known were on the mountain that day.
- Save money.
- Avoid icy runs.

## Frustrations

- Getting kinks thrown in his plans from lift closures, weather, etc.
- Long lines
- Really slow runs or catwalks he has to unstrap from his board for.
- Slow lifts / getting stuck on lifts.
- Not knowing when lifts close/open.
- Having to pay exorbitant prices for food.



"Winter Park is my home and I want me and everyone to enjoy it to its fullest capacity."

**Age:** 67  
**Work:** Retired  
**Family:** Married  
**Location:** Fraser, CO  
**Character:** The old-timer  
**Pass Type:** Season  
**Equipment Type:** Skis  
**Rents Gear?** No

Easy-going

Calculated

Friendly

## Bio

Robert is that old-timer that everybody loves. The guy that always makes polite conversation with strangers on the lift. The guy that's got a "Don't groom Mary Jane" bumper sticker on the back of his '86 4Runner. He's ingrained in the culture and has a genuine love for the WP establishment. He's retired and lives with his wife in Fraser, which is about a 15 min drive from Winter Park. Robert goes skiing around 4 or 5 times a week, with his wife often joining him.

Robert has been skiing at Winter Park since Reagan was president. He loves the atmosphere, scenery, and the general experience almost as much as he likes skiing itself. He knows the park like the back of his hand. Robert is still pretty spry but his age is beginning to show. He's an adept skier but generally takes it easy nowadays, he still does black diamonds but with calm and precision.

Robert doesn't lose any sleep over missing a day of skiing. If there are moderate flurries or the runs are icy he'd rather just stay in and watch the Broncos.

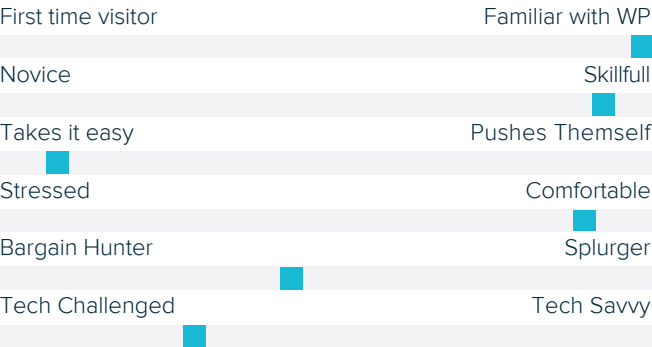
## Goals

- Have a pleasant, beautiful day on the slopes
- Keep up with weather conditions
- Stay away from icy runs
- Keep connected with WP news

## Frustrations

- Reckless skiers/snowboarders
- Unpleasant weather conditions
- Unexpected closures
- Having to lug his gear long distances

## Robert & Skiing





"My top priority is my boys staying safe and having fun."

**Age:** 46

**Work:** Teacher

**Family:** Married with kids

**Location:** Oklahoma City, OK

**Character:** The concerned mother

**Pass Type:** 3 Day

**Equipment Type:** Skis

**Rents Gear?** Yes

Anxious

Empathetic

Organized

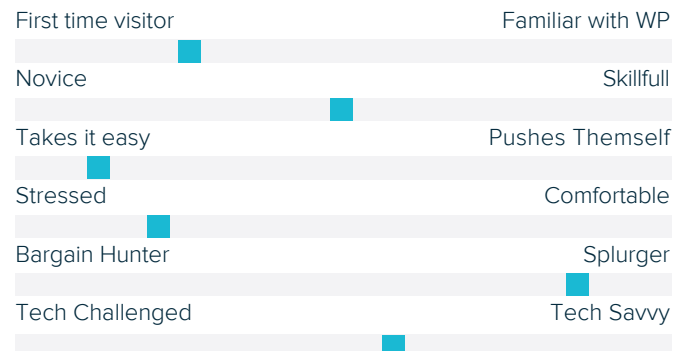
## Bio

Amy's family is her world. Especially her 2 young sons, ages 8 and 12. She's heavily involved in the PTA back in her sons' school district in Oklahoma city and likes to be involved in most aspects of their lives. She's not necessarily a "helicopter mom" but she definitely likes to keep an eye on her boys.

Amy and her husband have decided to take their family on a vacation to Winter Park. Amy and her husband used to ski back in the day, so they're familiar with how resorts operate. However, her boys have never set foot at a ski resort, so she's signed them up for ski school.

Amy is antsy about the whole situation and most importantly wants to make sure her boys are safe and having a good time. They're financially well off so she doesn't mind spending a little extra cash if it means a better experience. She's also a planner and would love to have all the logistics figured out beforehand and leave nothing up to chance.

## Amy & Skiing



## Goals

- Ensure that her family is going to have a safe and fun time.
- Keep track of her boys progress in ski school.
- Book as much as possible in advance.
- Learn about the resort and everything it offers.
- Have a sense of security.

## Frustrations

- A lack of transparency
- Surprises
- Reckless skiers/snowboarders
- Miscommunications between her and ski school, rental shop, etc.
- Unclear maps/getting lost



"Skiing is alright, I'm mainly here to explore around and have a good time with my friends!"

**Age:** 29  
**Work:** Store Manager  
**Family:** Single  
**Location:** San Diego, CA  
**Character:** The Adventurer  
**Pass Type:** 3 Day  
**Equipment Type:** Skis  
**Rents Gear?** Yes

Adventurous

Inexperienced

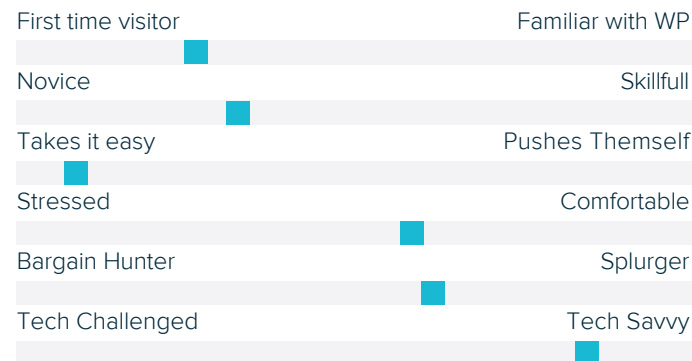
Social

## Bio

Jessica is a vivacious woman living it up as a Nike store manager in San Diego. She's young, independent, and always game to try new things. Music festivals and Instagram aesthetics are her forte. Jessica is a very social person with lots of friends that she goes on vacation with as often as she can.

She's fairly athletic but has only skied a couple of times in her life. When she's gone skiing in the past she's mostly stuck to blues and greens. She cares more about having a good time with her friends than actually skiing. Jessica wants to explore all the restaurants, shops, and experiences that Winter Park has to offer.

## Jessica & Skiing



## Goals

- Stick together with her friend group.
- Discover everything Winter Park has to offer.
- Learn more about the facilities: Shops, Restaurants, etc.
- Navigate the slopes with ease.

## Frustrations

- A lack of info about facilities.
- Accidentally going down too difficult of a run.
- Unclear maps/getting lost.
- Lift process being intimidating.