

WEB PAGE USERS



Julia Thompson

- **Age:** 28
- **Location:** London, UK
- **Occupation:** Marketing Executive at a tech startup
- **Level:** beginner
- **Budget Range:** €800 - €1,200

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- **Background:** Julia has always lived in urban environments and enjoys a vibrant social life. Although she has participated in outdoor activities like hiking and cycling, she has never been skiing. She is eager to try skiing for the first time as a fun winter getaway with friends.
 - **Goals:** She's looking for a ski resort with beginner-friendly slopes, group lessons, and easy rental options. She's also interested in finding cozy lodges with spa facilities to unwind after a day on the slopes.
 - **Needs:**
 - **Beginner-Friendly Resources:** Access to guides on what to expect, how to ski, and tips for first-timers.
 - **Easy Trip Planning:** A straightforward planning process with clear information about accommodations, lessons, and rental options.
 - **Budget-Conscious Options:** Information on affordable packages that include lodging, ski passes, and equipment rentals.



Mark Johnson

- **Age:** 42
- **Location:** Berlin, Germany
- **Occupation:** Travel Agent at a Ski Trip Planning Agency
- **Budget Range:** €1,500 - €3,000 per person

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- **Background:** Mark is an experienced travel agent who specializes in planning ski trips for clients at a travel agency. With years of experience in the travel industry, Mark understands what clients look for in a ski trip and is dedicated to providing tailored travel experiences that suit different needs and budgets.
 - **Goals:** He's looking for a resort with accommodations for more people, options for group discounts on lift passes, and activities that suit different skill levels. He also needs details on conference spaces, restaurant reservations, and accessible transportation options from major airports.
 - **Needs:**
 - **Comprehensive Resort Information:** Access to detailed information about ski resorts, including amenities, customer reviews, and unique offerings.
 - **Quality Experience:** He wants to find the best resorts that cater to different skill levels to accommodate everyone and that offer package deals for groups, and includes reviews for planning both skiing and non-skiing activities..
 - **Planning Tools:** Resources for itinerary creation, budgeting, and logistics to ensure smooth travel experiences for his clients.



Lucas Martinez

- **Age:** 24
- **Location:** Zurich, Switzerland
- **Occupation:** Extreme sport enthusiast
- **Level:** extreme
- **Budget Range:** €1,000 - €2,000

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- **Background:** experienced skier and snowboarder from Switzerland who loves exploring new, challenging terrains across Europe.
 - **Goals:** he's interested in high-altitude resorts with off-piste options, back country trails, and opportunities for heli-skiing. She wants to visit places with minimal crowds and explore the toughest slopes Europe has to offer.
 - **Needs:**
 - **Extreme Skiing Information:** Access to information about expert-level trails, extreme skiing spots, and off-piste options.
 - **Adventure Packages:** Information on guided tours, workshops, and adventure packages that include skiing.
 - **Community Features:** Opportunities to interact with a community of like-minded individuals, share stories, and gain insights into the best extreme skiing locations.