Come to Ski Ridgeline for an unforgettable experience where our focus is on you and you family. With over 5,000 acres of land, Ski Ridgeline is your one-stop spot for endless thrills, enjoyment, and relaxation for people of all ages. We host over 20 employee led activities a week and host over 150 events a year at our Y Resort, doing our best to create everlasting memories for your families.

Personas

Mariah Smith, 72

"Being a grandma is amazing, but having such a big family can make trips a hassle ."

Demographics

- Married
- Mother to 5
- 100k - 125k
- Doctorate Degree
- Austin, Texas
- English

Personality

INTROVERT — EXTROVERT
ANALYTICAL — CREATIVE
LOYAL — FICKLE
PASSIVE — ACTIVE

Story

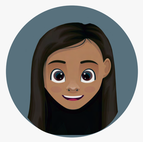
Mariah is always in charge of planning the yearly family vacation. Having to find a location that makes it easy but also has events for all ages, is in everyone's budget and is somewhere we all want to go is difficult.

Wants

- An easy booking experience
- An affordable family vacation
- To spend quality time with her family
- Have some time to relax and destress

Frustrations

- Has difficulties with technology
- Is getting older and can't be as active
- Can't be out in the cold for long



Esme Torres, 32

"It's my husband and I's one year anniversary. I want to surprise him with a trip."

Demographics

- Married
- No children
- 75k - 100k
- Bachelors Degree
- Ogden, Utah
- English, Spanish

Personality

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LOYAL — FICKLE
PASSIVE — ACTIVE

Story

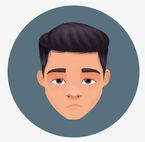
Esme married Jacob a year ago but they haven't had a chance spend much quality time together. Both Esme and her husband are so busy, that is makes it difficult to make plans, but her husband is picky. Esme wants to book at the Y Resort.

Wants

- Wow factor, to surprise her husband
- An intimate yet fun getaway
- Couples packages/ activities
- A wide selection of restaurants/ bars

Frustrations

- Is low on time
- Is not great with planning or surprises
- Knows nothing about skiing.



Derek Elms, 15

"I told my parents I wanted to spend spring break in Florida with my friends."

Demographics

- Single
- No children
- 50k - 75k
- In High School
- Portland, Maine
- English, Dutch

Personality

INTROVERT — EXTROVERT
ANALYTICAL — CREATIVE
LOYAL — FICKLE
PASSIVE — ACTIVE

Story

Derek is in 8th grade and he is once again being forced to go on vacation with his parents for spring break. His parents like to sit back and relax at a spa, which always leaves him with more energy than he knows what to do with.

Wants

- To learn to snowboard
- Meet other people his age
- Stay fit and active
- Always have something to do

Frustrations

- Is an only child with passive parents
- Can't stay still for very long
- Gets frustrated with new tasks easily
- Doesn't enjoy family time

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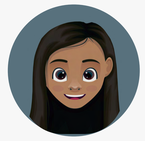

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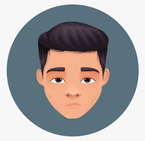

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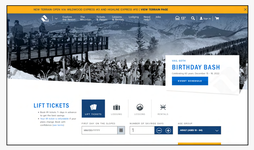
Comps

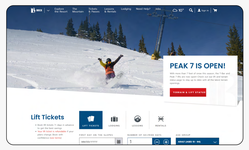
Top Rated Ski Resorts in Colorado:

Vail Ski Resort
Vail, Co



Telluride Ski Resort
Telluride, CO

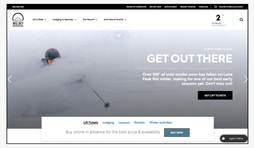
Breckenridge Ski Resort
Breckenridge, CO



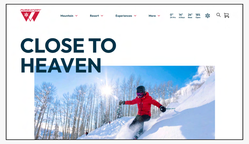
Beaver Creek Ski Resort
Beaver Creek Village, CO

Most family-friendly Ski Resorts:

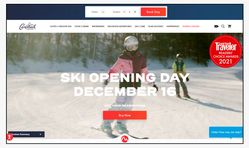
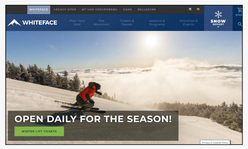
Big Sky Resort
Big Sky, MT



Purgatory Resort
Durango, CO



Camelback Mountain
Tannersville, PA



Whiteface Ski Resort
Park City, Utah