# Target Groups for the High-End Resort

## Primary Target Group: Affluent, Middle-Aged Adults Seeking Wellness and Relaxation

1. **Demographics**:
   * **Age**: 40–65 years
   * **Income**: High income bracket; executives, entrepreneurs, or retirees with disposable income.
   * **Education**: Highly educated; health-conscious and well-traveled.
   * **Geography**: International
2. **Psychographics**:
   * Values luxury, privacy, and exclusivity.
   * Focused on maintaining physical and mental health through premium wellness experiences.
   * Desires personalized, stress-free environments to escape their busy lives.
3. **Motivations**:
   * Seeking peace, rejuvenation, and connection with nature in a high-end, private setting.
   * Prefers tailored wellness programs (e.g., dietary plans, massages, meditation).
4. **Behaviors**:
   * Reads luxury lifestyle magazines and follows discreet influencers.
   * Books holidays through exclusive platforms or personal assistants.

## Secondary Target Group: High-Performing Professional Athletes

1. **Demographics**:
   * **Age**: 25–40 years
   * **Income**: Supported by high earnings or sponsors; part of elite sports leagues.
   * **Education**: Moderate to highly educated, with health and wellness knowledge.
   * **Geography**: International, mobile, and willing to travel for top-tier rehab services.
2. **Psychographics**:
   * Highly driven and performance-oriented; prioritizes recovery and physical well-being.
   * Prefers environments that are distraction-free and support focus.
3. **Motivations**:
   * Requires access to world-class physiotherapy and recovery services.
   * Values privacy and exclusivity during rehabilitation.
   * Seeks tailored health programs to return to peak condition.
4. **Behaviors**:
   * Uses professional networks or agents to identify top recovery facilities.
   * Actively engages with physiotherapy and wellness technologies.