## Target Persona for the High-End Resort

**Name:** Sophia van der Meer **Age:** 45 **Profession:** Partner at a Global Law Firm **Income:** 320,000€/year **Location:** Amsterdam, Netherlands

**Background:**Sophia is a highly successful lawyer specializing in international mergers and acquisitions. She lives in a restored townhouse in the heart of Amsterdam with her husband. With a demanding career that often involves long hours and frequent travel, Sophia values her downtime and seeks exclusive wellness experiences to help her maintain a healthy balance between her professional and personal life.

**Demographics:**

* **Marital Status**: Married, no children.
* **Education**: Diploma in International Law from a prestigious European university.
* **Lifestyle**: Sophisticated, enjoys art galleries, opera, and fine dining

**Psychographics:**

* **Values**: Privacy, exclusivity, and impeccable attention to detail
* **Interests**: Wellness, yoga, hiking, and gourmet cooking
* **Pain Points**: Constant stress from work and the challenge of finding high-end retreats that meet her exacting standards

**Goals:**

1. Recharge mentally and physically in a tranquil, luxurious environment.
2. Experience bespoke wellness programs, including tailored dietary plans and private meditation sessions.
3. Escape the noise of urban life to reconnect with nature and herself.

**Motivations:**

* Prefers wellness retreats that cater exclusively to a select clientele.
* Enjoys destinations with a strong connection to nature and luxury.
* Values seamless service and attention to her personal preferences.

**Digital Behavior:**

* Researches wellness trends through luxury lifestyle websites (e.g., Vogue Living, Tatler).
* Uses premium booking platforms like Mr & Mrs Smith or personal travel concierges.
* Actively follows curated Instagram accounts showcasing luxury travel and wellness.