



Extreme Evan

The Thrill Seeker



ABOUT

AGE	40 YEARS-OLD
GENDER	MALE
WORK	FULL TIME WORK
STATUS	MARRIED (WIFE ALSO SNOWMOBILES)
LOCATION	US (SUBURBAN)
INCOME	UPPER-MIDDLE
TRAVEL	MULTIPLE TIMES A YEAR

TRAVEL MOTIVATIONS

MAIN GOAL: "Snowmobile to explore new areas that are not as easily accessible to others. See breathtaking views."

Evan is seeking thrills, adventure, and excitement when he travels with his buddies for snowmobiling. As a group, they're committed to spending as much time as possible snowmobiling during the day and covering long distances. These trips provide a chance to disconnect from the everyday routine. He looks forward to recounting the experiences from the day over a nice hot meal and drinks with his friends.

NEEDS & MOTIVATIONS



Likes nature



Enjoys socializing & camaraderie



Likes a challenge

He wants to see a variety of scenery such as fields, forests, mountains, lakes, and waterfalls.

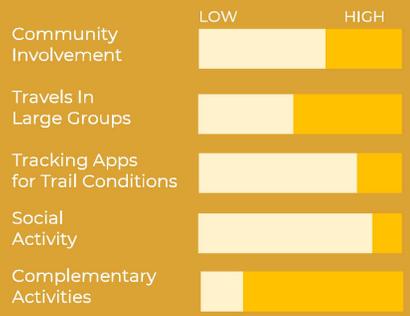
Snowmobiling provides an opportunity to challenge himself and improve his techniques. He loves the socializing aspect to it – spending quality time with friends but also meeting and befriending other snowmobilers.

SNOWMOBILING STYLE AND GOALS

Snowmobiling has been part of his life since he was very young, and he feels very confident in his snowmobiling skills. Being prepared with the right tools and gear, and accompanied by his friends, makes him feel safe and prepared to tackle any issue that could arise when snowmobiling (particularly in more remote areas).

He likes a mix of on-trail and off-trail riding experiences and considers going off-trail to be more of a challenge and adventure. He enjoys mountain riding because it offers a unique and thrilling experience.

PREFERENCES



INFRASTRUCTURE DESTINATION EXPECTATIONS

He looks for accommodations that are clean, comfortable, and budget-friendly for the whole group. He appreciates having access to amenities like hot tubs to relax at night and indoor parking for the snowmobiles.

It's important for a destination to have good trail infrastructure, including maps, good trail signs (frequent and visible), trail maintenance, and trail shelters. Fuel stops are also a top priority.

He would also like to have access to dealers for parts in case of any breakdowns.

Social Values

Extreme Evan



PURSUIT OF INTENSITY

Desire to live intensely. Also, a tendency to be guided less by reason and ideology than by one's own emotions, feelings and intuition. A need to constantly experience new sensations.



PERSONAL CHALLENGE

Setting difficult goals, even if just to prove to themselves that they can do it. People strong on this construct finish what they start, persevering until their self-assigned task is completed to their satisfaction. Rejecting personal failure.



PENCHANT FOR RISK

Desire to take risks in order to get what one wants out of life. Also, indulging in dangerous and forbidden activities for their associated emotional high.



ADAPTIVE NAVIGATION

Having the flexibility to adapt to unforeseen events that interfere with the realization of one's goals. Being flexible in defining one's expectations and ways of meeting one's objectives.



NEED FOR ESCAPE

The desire to regularly escape the stress and responsibilities of everyday life.



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There's all of those things, camaraderie, it's freedom. It's working through troubles and it's doing silly things and just laughing at each other.

VERBATIM SOURCE: MALE, CANADA



It's sort of just time to get away and reflect – you're kind of forced to be in your own head and have time to think because there are no other distractions. It's just you and the trail and trying to figure out where you're going to go. And I just love that. That's my number one thing and then two, it's just the adventure.

VERBATIM SOURCE: MALE, US



Probably just the experiences we have when we're up there...like last year we had some whiskey jack birds flying around and eating out of our hands and the scenery and no cell service in a lot of these places. So, when you're up there you are kind of on your own, you're just always challenging yourself to get better and progress. And spending time with your friends doing it.

VERBATIM SOURCE: MALE, CANADA