



Leisurely Lewis

The Cautious Rider



ABOUT

AGE	68 YEARS-OLD
GENDER	MALE
WORK	RETIRED
STATUS	DIVORCED
LOCATION	CANADA (SUBURBAN/RURAL)
INCOME	MID-RANGE
TRAVEL	REGULARLY

TRAVEL MOTIVATIONS

MAIN GOAL: "I enjoy snowmobiling trips for the opportunity to be in nature and to spend time with friends."

Lewis is looking to have a relaxed trail riding experience when he goes on snowmobiling trips. He's not picky about the destination, he's just happy to have the opportunity to snowmobile and spend time with friends, family, or others in the snowmobiling community.

He'll likely travel to attend snowmobiling events (i.e., snowmobile derbies or festivals). Most of his trips usually occur within the province.

NEEDS & MOTIVATIONS



Enjoys the scenery



Safety is top of mind



Active in the community

Lewis is less interested in speed and thrills and values a relaxing snowmobiling experience instead. Safety is top of mind, so it's important for him to have a comfortable and reliable snowmobile. Lewis likes snowmobiling as it allows him to enjoy the outdoors during the winter. He's actively involved in maintaining trails and shelters in his area. The social aspect to snowmobiling is important to him.

SNOWMOBILING STYLE AND GOALS

Lewis primarily rides on-trails and prefers a slower pace to appreciate the scenery and wildlife. He enjoys snowmobiling in the forests for a more scenic experience. His goal is to cover long distances, but not in a rushed way. He sometimes likes to include activities like ice fishing when going snowmobiling.

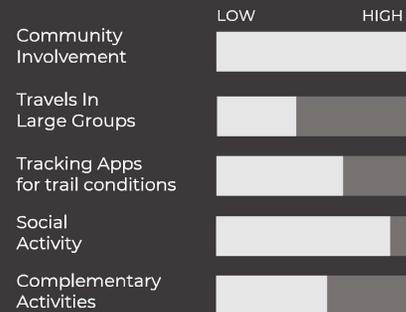
He appreciates well-groomed trails and the presence of warm-up shelters. Staying safe is a priority and he feels prepared for any emergency situations.

INFRASTRUCTURE DESTINATION EXPECTATIONS

When travelling, Lewis looks for accommodations that are clean, comfortable, and have friendly staff. Since he is usually trawling to the destination, he needs a safe space to park his truck and trailer.

He expects the destination to have enough warm-up shelters. Since safety is top-of-mind, Lewis appreciates shelters with safety features like an emergency phone, fire extinguishers, and first aid kits. Trails need to be well-maintained and have proper trail markings and signage to ensure the safety of snowmobilers. Safety information and guidelines should be provided at the destination to ensure a safe and enjoyable experience.

PREFERENCES



Social Values

Leisurely Lewis



ATTRACTION TO NATURE

How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life.



VITALITY

The sense that one has a great deal of energy and is in contact with this energy. Measures an energetic, lively approach to life, a feeling that one has more vigor and initiative than most other people.



COMMUNITY INVOLVEMENT

Measure of the interest in what's happening in one's neighborhood, city, town, or region. Reflected in activities ranging from reading the weekly community newspaper to socio-political involvement in community organizations.



SOCIAL INTIMACY

A desire to be around and connect with smaller, closely knit groups of people. Feeling that smaller organizations are better than larger ones.



CONSUMPTIVITY

This construct represents enthusiasm for purchasing products or services in areas of particular interest (such as music, electronics, etc.), about which consumers make an effort to stay continually informed. Through books, magazines and by other means, consumers ensure that they are always up to date with the latest product offerings and market developments in their special area of interest, in order to take maximum advantage of their newest acquisitions.



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I like snowmobiling in the forest because you're out of the wind always. If you get into a sunny spot in the forest, even if it's cold out, with the sun shining it's beautiful. I like bush trailing. It's slower. It's curvy and you're in the trees. So, you're not going 60 miles an hour. I like to enjoy the scenery, you know, take some time.

VERBATIM SOURCE: MALE, CANADA



I like being outdoors in the winter-time. Some days you go ice fishing, you take your snowmobile and try and do a little ice fishing on the side.

VERBATIM SOURCE: MALE, CANADA



I love nature. So, getting out in nature and being able to go to the same trails I can go in the summer and fall, and be able to see them actually in the wintertime. It's a completely different experience. The other thing is just the friendship - meeting people on the trails or going with my usual group of friends, we'll go snowmobiling together. It's not a solo sport for me in any shape or form. It's a thing to do with other people and experience it that way.

VERBATIM SOURCE: MALE, CANADA