



Lena Stüder

23 year old university student

LIFE MANTRAS

**BALANCE IS KEY- ON THE SLOPES
AND IN LIFE.**

**CHASE THE SUMMIT, CHERISH THE
JOURNEY**

APTITUDES



APPS



WHO IS SHE:

Lena is a university student studying Economics, with a part-time job at a local café in Chur. She's an active member of her community and lives in a shared flat with friends. She enjoys spending time outdoors, whether hiking or biking in summer. During the winter season, she spends her weekends in nearby ski resorts, as she is a winter sports enthusiast who loves ice skating and skiing. Many of her friends grew up in winter sports destinations, which makes her passion for the mountains even more special. Lena loves spending time with her friends, whether it's partying together or just relaxing with a drink in a cozy setting.

BUYING INFLUENCE

As a student, Lena seeks activities that help her relax, de-stress, and break away from her daily routine. She is passionate about discovering hidden gems within the canton of Grisons that offer unique, sustainable winter experiences. Lena enjoys sharing her stories and memories online, capturing the essence of her adventures. She has a particular love for locations with a romantic and relaxing atmosphere, where she can truly unwind and soak in the charm of her surroundings.

JOBS TO BE DONE

- Ski instructor
- Barista at a local coffee
- Baby Sitting
- Event Staff

TRENDS

- Slow Tourism
- Local Adventures
- Social Winter Activities
- Pop-up Experiences

MOODBOARD



GAINS & DESIRE

Lena has a desire to discover new passions and loves leisure activities that can be planned spontaneously, allowing her the freedom to explore without committing too far in advance. She is open to embracing the magic of winter in new and creative ways. Being in nature is one of her favorite things, and the perfect weekend for her combines multiple elements: meeting friends, having fun, and enjoying the fresh outdoor air.

PAINS & FRUSTRATIONS

Lena often struggles to balance her studies, part-time job, and leisure activities, which becomes particularly stressful during exam periods. Financial pressures, such as tuition fees and the costs associated with winter sports, add to her challenges. She wishes to spend more time with her loved ones, ideally without spending much money. Unfortunately, she and her friends rarely go out for drinks together, as there are fewer affordable options for nightlife in ski destinations.