

PASSPORT



NORC

PASSPORT



СТАН

NBTC

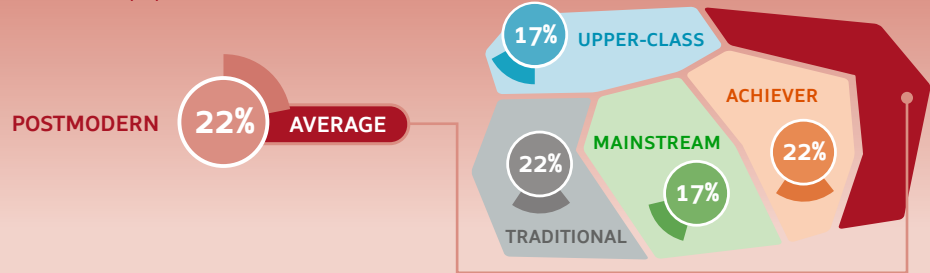


- Individualists
- Mix high- and lowbrow culture
- Immaterial values
- Open minded, tolerant
- Freedom and independence
- Breaks moral boundaries
- Self actualisation
- Experience seeking
- Hedonism

POSTMODERN



% of total population



Introduction:

Together with Motivaction, NBTC Holland Marketing has identified target groups for consumer approach. These are based on the lifestyle segmentation-model 'Mentality International'. This international segmentation can be used for Western Europe and the US. In this model, values, motivations and lifestyle of consumers are the starting point and identical in all countries. This passport has been developed as a practical guide to optimise the approach to the target groups in marketing-communication. The use of personas makes the target group tangible and concrete. This allows us to target the audiences effectively.

NBTC Holland Marketing has developed the following personas:

- Upper-class: **Paul**
- Postmodern: **Nora**
- Achiever: **Michael**
- Mainstream: **Peter**
- Traditional: **Mary**

In the back of the passport you will find a short description of the different target groups and their corresponding personas.

Name:	Nora
Age:	36
Place of birth:	One of the country's historical cities



Civil state:	Cohabiting, unmarried
Place of residence:	A historical city near the capital, where she studied

Children:	One (aged 2 years), no other children planned
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Profession:	Freelance journalist
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Hobbies & interests:	Travelling, yoga, jogging, photography, online shoe shopping
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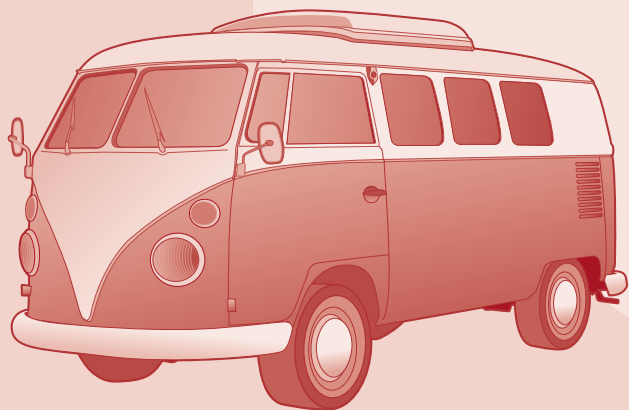
NORA

I live in the center of a city.

I like to live in the older neighbourhoods.

I like classic cars.

HOUSE AND FAVOURITE CAR



STAN

NBTC



Every dream fulfilled, begins with a simple wish

Thursday
19PM photography class

week 16

Works: at office

19PM board meeting for Women's Inv Media Network

Works: at office

21PM Running with Tess

* Make 2 sheets with case for board meeting WIMN

Works? no way!
It's mama's day!!



Wednesday
18

Works: at office

Thursday
19

Works: at home

Friday
20

Saturday
21

11:00w Running with Jen
20:30w Drinks with Max + Jorie

To the beach with hoolies & kiddo

To do / to remember:

- Look up: footcandy (designer shoes)
- Ask Tess for her footproof recipe for pasta bolognese (in laur's coming next week!)
- Take VW van to garage for check up

* Pick up THE dress at dry cleaners for interview with CEO Google next week

My hobbies and leisure activities are:

- Doing nothing
- Listening to music
- Cooking



In my leisure time I like to go to:

- A lecture/debate
- (Art-) Moviehouse
- City park



My music is:

- Rock
- Reggae
- Blues
- Metal



If I were given two free tickets and could choose what they were for:

- Stand-up comedy club



NORA



СТАМ

NBTC



In my working life I'm...

more likely to work in communication, healthcare/ social, business services or (semi-)government.



Age

18 - 24 years

25 - 29 years

30 - 34 years

35 - 39 years

40 - 44 years

45 - 49 years

50 - 54 years

55 - 59 years

60 - 64 years

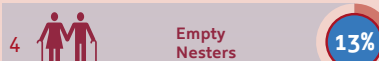
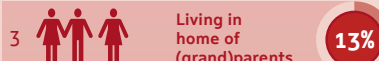
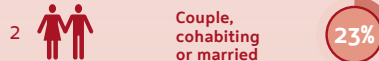
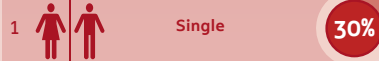
65 years or older



AVERAGE

43
years

Family composition



Gender



Red: represents significantly higher than average

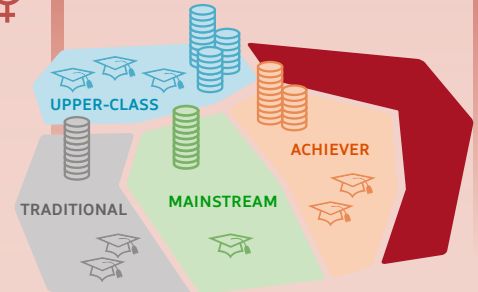
Blue: represents significantly lower than average



Income



Education





POSITIVE CHARACTERISTICS OF HOLLAND

Top-5

1. Amsterdam
2. Cyclists country
3. Open
4. Freedom
5. Beautiful landscape

Mentioned more than average:
Amsterdam, country for cyclist,
open, freedom and culture

Mentioned less than average:
beautiful landscape, cheese,
sea and close-by



POSITIVE CHARACTERISTICS OF THE DUTCH

Top-5

1. Liberal,
free-thinking
2. Tolerant
3. Speak many
other languages
4. Open
5. Social

Mentioned more than average:
liberal/free-thinking, speak many
other languages and tolerant

Mentioned less than average:
hospitable, helpful and respect
for nature



NEGATIVE CHARACTERISTICS OF HOLLAND

Top-5

1. Drugs
2. Prostitution
3. Language
4. Expensive
5. The weather

Mentioned more than average:
the weather, expensive,
food/the cuisine/ Dutch
cooking and busy/too small

Mentioned less than average:
drugs, unfriendly and dirty



NEGATIVE CHARACTERISTICS OF THE DUTCH

Top-5

1. Use of drugs
2. Language
3. Noisy
4. Reserved
5. Prejudices

Mentioned more than average:
-

Mentioned less than average:
drug-use and arrogance



NORA

I go on a long holiday on average...

- Never
- <1x per year
- 1x per year
- 2x per year
- 3x per year
- 4x per year or more



I go on a short holiday on average...

- Never
- <1x per year
- 1x per year
- 2x per year
- 3x per year
- 4x per year or more



HOLIDAYS IN GENERAL

Holiday Top-5

1. City trip
2. Cultural holiday
3. Beach holiday
4. Active holiday
5. Round trip

Accommodation Top-5

1. Middle-class hotel
2. House of family / friends
3. Budget hotel
4. Bed & Breakfast
5. Apartment

Information channels for holidays and trips (Top-5 channels used)

1. Informative websites
2. Review websites
3. Newspaper articles / travel supplement
4. TV travel programmes
5. Weblogs

Blue: represents significantly lower than average

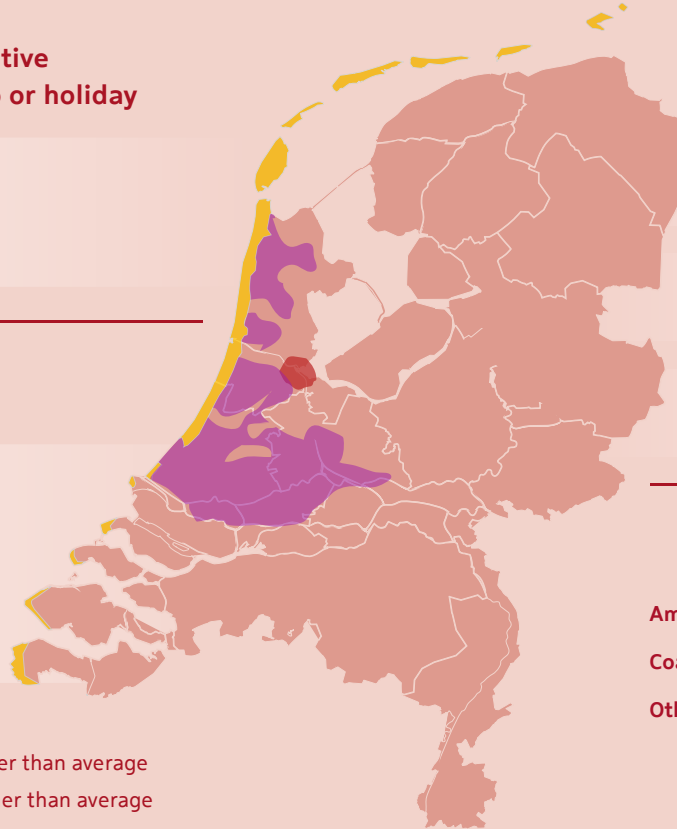
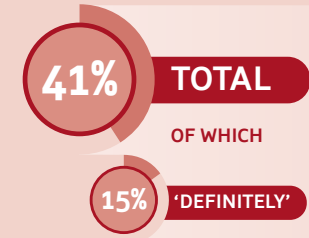
Red: represents significantly higher than average



I think Holland is an attractive destination for a short trip or holiday



Intention to visit Holland in the next three years



Visits paid to Holland in the past 3 years



Top 3 visits to Holland



Blue: represents significantly lower than average
Red: represents significantly higher than average



My trip to Holland looks like this:

When: Outside the holiday season
(this is not the main holiday)

With whom: 3 very good friends

For how long: Bank holiday Thu-Mon (4 nights)

Where: Amsterdam: B&B

How: By train. No matter the transport, the holiday starts when we leave home



1



We like to experience Amsterdam and 1 day somewhere else. We know what we want to see, but no planned itinerary. We like unexpected things.



2

We blocked one afternoon for shopping at negen straatjes. We visit an exhibition, van Gogh, Eye Museum, and the Westergasfabriek.



3

We like the Dutch lifestyle, chatting and socialising. We visit pubs, wine bars and multicultural restaurants. We use trams and bikes like the Dutch do. Unfortunately we are not in Holland during the Parade or the International Documentary Film festival in Amsterdam (IDFA).





I read the following magazines

Magazines that are indepth and educational about art and extraordinary facts. Also nature magazines.

I read the following newspapers

Papers that focus on in-depth analyses and background.

Internet and social media hours per week



Internet



Social media

You can find me on ...



Blue: represents significantly lower than average

Red: represents significantly higher than average

On television I watch

News and long-established channels with current affairs and also international channels, e.g. Nat Geo and Discovery.



On the radio I listen to

Top-40 music, prefer stations playing slightly more rock bands and less dance.



Smartphone & tablet ownership



DO'S	
Elements/ activities to communicate:	Experience, arts, picnic, cultural things to do, small markets, hidden treasures, what do the locals do, lifestyle, architecture, social café, collection, shopping; boutiques, special mono-product, vintage.
About the accommodation:	Air BNB, B&B's, smaller boutique hotels, live like a local, off the beaten track, good transport available, location; central or new upcoming area, ethnical restaurants in the area.
Which media:	Blogs, video, reviews, mobile/app, lifestyle magazines, social media, 100% cityguide, wallpaper.
Tone of voice:	Experience the open minded, local, colourful, emotions, but also facts & figures, short to the point communication.
Look & feel:	People, colours, authentic, social interaction, architecture, urban life pictures, art, strange images that attract attention and make you think.

DON'TS
Big commercial events / places, mass tourism, organized sight seeing.
Chain hotels, all inclusive package deal.
Newspapers, radio, tv, banners.
Formal, mass tourist spots, persuasive selling.
Smooth, general.



STYLE OF COMMUNICATION

- Critical approach, thinking things through
- Flexible
- Focuses on content, well informed
- Different news sources
- Selective approach to gathering information
- Independent
- Pushing back boundaries. Provocation is appreciated
- Allergic to patronising or moralising style of communication
- At the forefront of trends

DESIRED TONE

- Informative and explanatory and evidence-based
- Direct, straightforward
- Open
- Functional

- Inviting
- Inspiring and surprising
- Allergic to meaningless slogans with no proof (now even tastier!)

CONTENT

- Worldwide perspective (curious about other cultures and customs)
- Interested in travel, cities and global developments
- Likes culture, architecture, art and design
- Also likes peace & quiet and nature
- Interested in unique bits of information and hidden pearls
- Attracted by contradictions (e.g. old/new)
- Critical toward the business world
- Communication suitable for this group is up-to-date and should be preferably in line with new (social) developments



FEELING the forces of nature on the Dutch coast. A visit to Holland characterized by being together in a relaxing environment. Having time for oneself and for each other. In the unique setting of sea, beach and dunes.



Actively ENJOY the (nearby) surroundings of rural Holland, e.g. on foot, by bike or by boat. A visit to Holland characterized by being outdoors.



EXPLORING the lively vibe of a Dutch city. A visit to Holland is characterized by getting to know and enjoying the rich, cultural and trendy Dutch city-life. Experiencing the typically Dutch 'gezelligheid' and the local inhabitants.



To SEE Holland and to discover the rich Dutch history and culture. A visit to Holland characterized by sight-seeing and a first introduction.



Small country, great habits

[Sunday 3 PM : Nine Streets – Amsterdam]

When in Holland, do as the Dutch. Simply blend in and pick up some local activities. Like strolling on a Sunday through the small streets of Amsterdam. Checking out vintage boutiques and having a coffee on the sidewalk with friends. Uncover a few hidden treasures along the way or watch a forgotten Fellini-movie in the new Eye-filmmuseum. It's all there for the taking. What's keeping you?

Look closer, it's Holland.



NORA

NOTES





OVERVIEW GROUPS

UPPER-CLASS PAUL

Conservative, etiquette quality, hierarchy, work and status

POSTMODERN NORA

Broad fields of interest, tolerant, open, freedom = important, to enjoy = to experience, immaterial values

ACHIEVER MICHAEL

Career and status driven, to enjoy is to consume, thrill seeking, individualistic

MAINSTREAM PETER

Family-oriented, likes to consume and be amused, lowbrow culture

TRADITIONAL MARY

Family, tradition, safety, local, order-oriented & traditional regularity

high

middle

low

status >

values >

traditional

preserve

modern

possess indulge

postmodern

develop experience



Colofon:

Content: Motivaction & NBTC Holland Marketing

Design: BSUR Amsterdam

Contact details:



NBTC
Holland Marketing

NBTC Holland Marketing is responsible for the branding and marketing of the destination Holland.

NBTC Holland Marketing carries out marketing activities in 13 markets, under the name of NBTC Netherlands Board of Tourism & Conventions.

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STAN

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