

PASSPORT



NBTC

PASSPORT

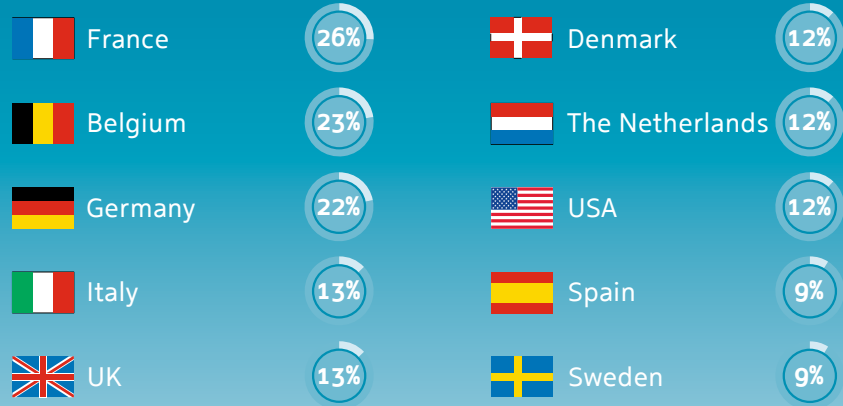


NBTC

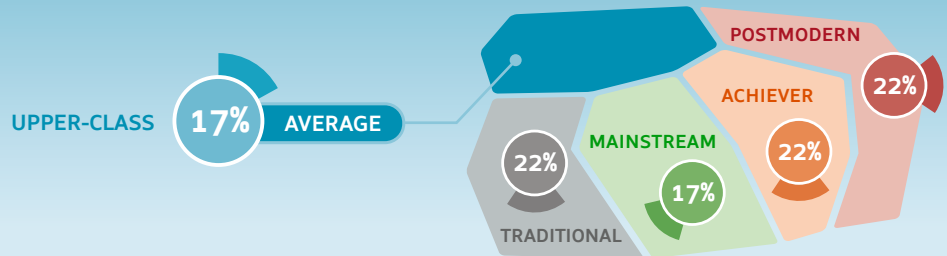


- Holds on to traditional values
- Highbrow culture
- Family orientation
- Protection of social status
- Thinks hierarchically
- Work and status are important
- Etiquette is important

UPPER-CLASS



% 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:	Paul
Age:	52
Place of birth:	Medium-sized town, not far from the economic heart of the country
Civil state:	Married
Place of residence:	Medium-sized town, not far from the economic heart of the country, offering peace & quiet, privacy in a beautiful living environment
Children:	A son aged 20 and a daughter aged 18
Profession:	Commercial director of a pharmaceutical company
Hobbies & interests:	Tennis, golf, wining & dining, old timer cars



PAUL

HOUSE AND FAVOURITE CAR

I live outside the city.

**I drive a safe, sustainable,
quality car with an image
full of character.**



STAN

NBTC



Weekly

▶ Monday

*Work**17.00 New business meeting*

▶ Tuesday

*Work**12.00 Lunch meeting with client*

▶ Wednesday

*Work**17.00 Presentation quarterly index*

Weekly

▶ Thursday

*Work**To do / to remember**• Take the convertible to garage for check up*

▶ Friday

*Work**19.30 National Symphony orchestra
at concert hall (Pastorale)*

▶ Saturday

*11.00 19 holes with Martin**16.00 Cocktails at Jason and Victoria*

▶ Sunday

*19.30 Diner reservations at
chez Raoul (with family)*

My hobbies and leisure activities are:

- Self-educate
- Play sports like tennis
- Read and relax at a spa



In my leisure time I like to go to:

- Theatre
- Gallery
- Furniture/ shopping mall



My music is:

- Classical
- Jazz

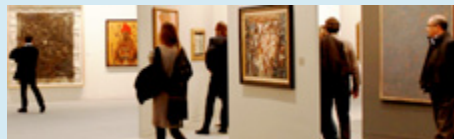
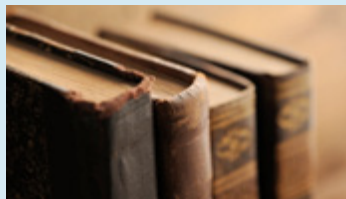


If I were given two free tickets and could choose what they were for:

- Dinner for two



PAUL



STAN

NBTC



In my working life I'm...

more likely to work in wholesaling/distribution, education or (semi-) government. More often full-time.



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

49 years

Family composition

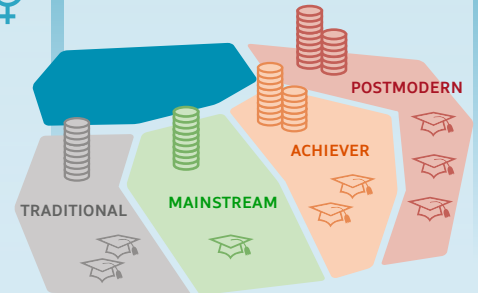
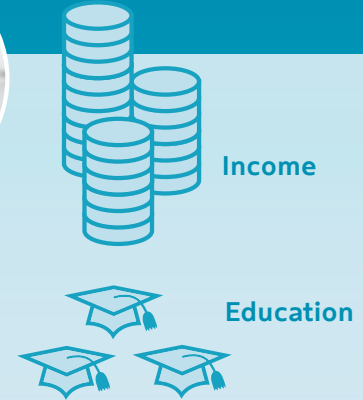
- 1 Empty Nesters **30%**
- 2 Families with youngest child older than 12 years **19%**
- 3 Couple, cohabiting or married **16%**
- 4 Families with youngest child under 12 years **16%**

Gender

- 50%** MEN
- 50%** WOMEN

Blue: represents significantly lower than average

Red: represents significantly higher than average





POSITIVE CHARACTERISTICS OF HOLLAND

Top-5

1. Country for cyclists
2. Amsterdam
3. Beautiful landscape
4. Cheese
5. Friendly people

Mentioned more than average:
country for cyclists

Mentioned less than average:
-



POSITIVE CHARACTERISTICS OF THE DUTCH

Top-5

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

Mentioned more than average:
speak many other languages and tolerant

Mentioned less than average:
-



NEGATIVE CHARACTERISTICS OF HOLLAND

Top-5

1. Drugs
2. Weather
3. Prostitution
4. Language
5. Expensive

Mentioned more than average:
weather and dull/flat landscapes

Mentioned less than average:
-



NEGATIVE CHARACTERISTICS OF THE DUTCH

Top-5

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

Mentioned more than average:
drug-use, arrogance, language and reserved

Mentioned less than average:
-



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



Holiday Top-5

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

Accommodation Top-5

1. Middle-class hotel
2. Luxury hotel
3. Holiday home / bungalow / villa
4. Apartment
5. House of family/ friends

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

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

Blue: represents significantly lower than average

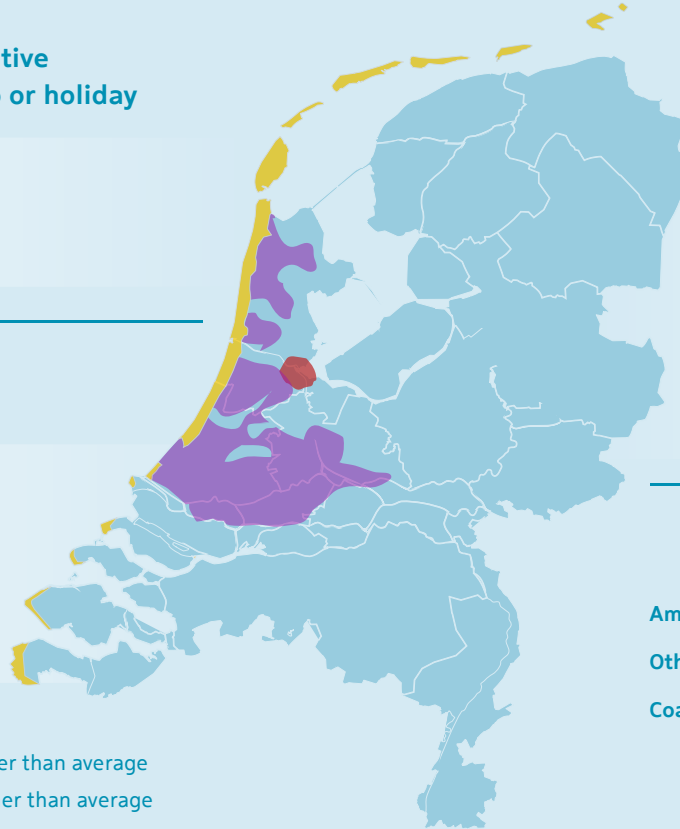
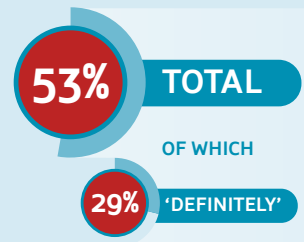
Red: represents significantly higher than average



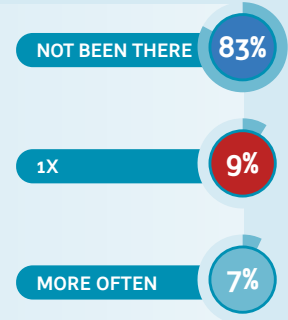
I think Holland is an attractive destination for a short trip or holiday



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)

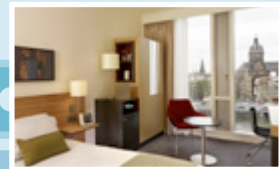
With whom: My wife, son and daughter

For how long: Fri morning – Sun evening (2 nights)

Where: Amsterdam: A known, good hotel in the center

How: A Friday morning flight, so we don't lose time travelling

1



After we get picked up at the airport and brought to the hotel, a boat with a guide will show us the canals while we have lunch with wine-tasting on board. The boat will drop us off at the Hermitage museum.

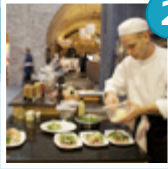
3



On Saturday after breakfast we split up: the girls go shopping at P.C. Hooft and after that go to Dr. Fish for a foot cleanse. I take my son to the place where I lost my wallet 25 years ago.



2



After freshening up at the hotel, we go out to diner at a quality restaurant like Vermeer or de Kas.

4



We meet up again at the House of Bols where we taste the lovely Dutch traditional jenever.



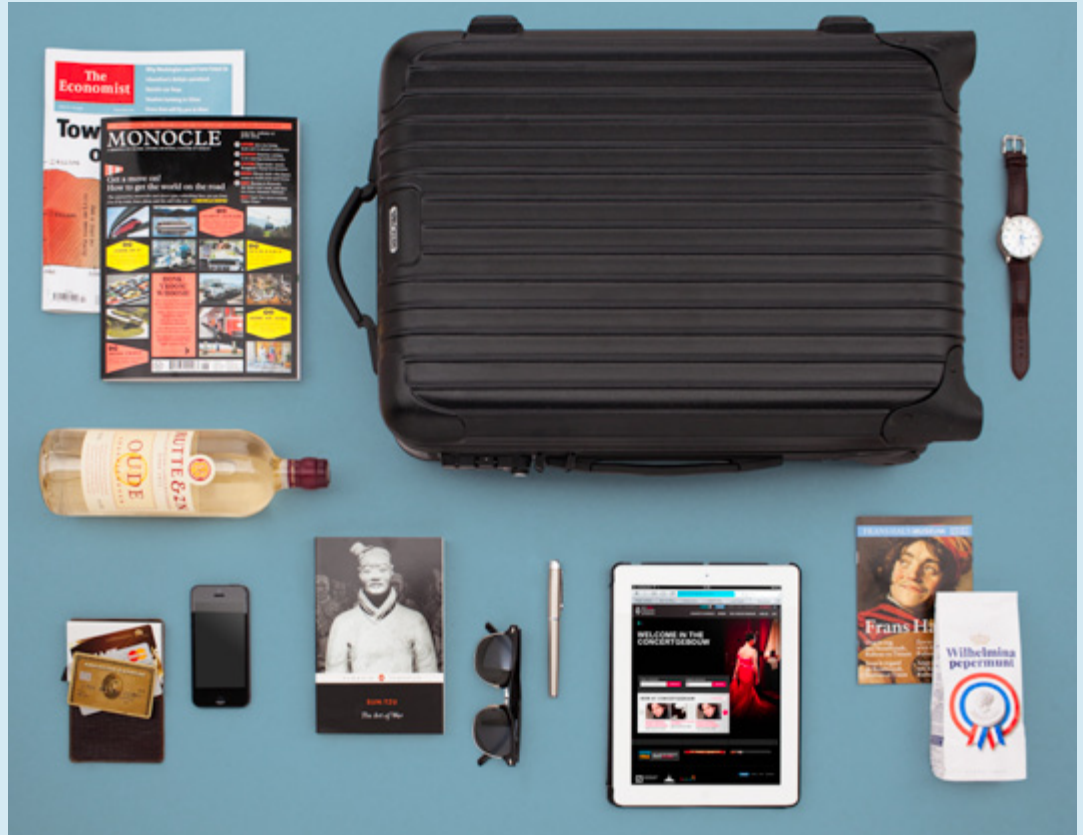
5

On Sunday morning my wife and I attend a concert at the Concertgebouw. In the afternoon we take a taxi to the airport and fly home.



PAUL

WHAT'S IN MY HAND LUGGAGE



STAN

NBTC



I read the following magazines

Serious magazines about things such as the economy and politics, but also about luxurious lifestyle and cars.

I read the following newspapers

Papers that focus on the economy and in-depth analyses.

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, also international news channels such as CNN.

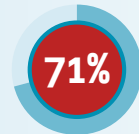


On the radio I listen to

Business news, programmes with interviews with people from politics and the business world, easy listening and classical music.



Smartphone & tablet ownership



DO'S	
Elements/ activities to communicate:	Exhibitions, concerts, traditional highlights (icons, history, the royals).
About the accommodation:	High quality hotels, personal attention, good location, wellness, room service, 4-5 stars or good middle-class hotel.
Which media:	Conservative newspapers and online, business magazines, quality websites.
Tone of voice:	Formal, informative, serious, fact-based.
Look & feel:	Focus on content, structured, hidden treasures, next to icons, food and wine, few pictures, one platform with all information.

DON'TS
Clubbing, coffee shops, red-light district, hip and trendy, mass events, bargains.
B&B, hostels, huge hotels, too modern hip hotels.
Yellow press, twitter.
Funny, simple language, superficial, too progressive, sexy.
Screaming colours, too many messages and pictures, "bomb" him with information (newsletters).



STYLE OF COMMUNICATION

- Focused on a message having content
- Skilled in processing information
- Both on internet as well as more passive news sources: TV, magazines and newspapers
- Values status, politeness and etiquette
- Likes to gather knowledge and convey this to others

DESIRED TONE

- Informative and explanatory
- Open
- Inviting
- With valid content
- Intellectual
- Status-sensitive
- Allow the facts to convince,
don't use language to convince

CONTENT

- Finance, houses, news, politics and government are areas of interest
- Interested in history and the background to current issues
- Strong belief in technological progress
- Ambitious, single-minded and socially involved
- Likes luxury and elegance
- Likes calmness and nature
- Likes culture, architecture and art



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 masters

[Tuesday 10 AM : Rijksmuseum Amsterdam
Jewish Bride by Rembrandt van Rijn]

The use of colours of Rembrandt van Rijn, the Dutch master, famous for painting with light and dark is absolutely superb. Finally you are able to see it again with your own eyes, because the Rijksmuseum in Amsterdam has opened its doors after a thorough renovation that took no less than 10 years. If you consider that the original building was finished in nine years, you can probably imagine the result this time. We're convinced you'll be delighted to see all the works of fine art yourself. You're most invited.

Look closer, it's Holland.



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.

Marketing department

Prinses Catharina-Amaliastraat 5

P.O. Box 63470

2502 JL The Hague

The Netherlands

Phone: +31 (0)70 370 5705

www.nbtc.nl

www.holland.com

STAN

NBTC

