

# PASSPORT



NBTC

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# PASSPORT



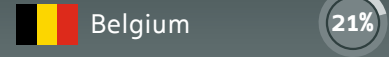
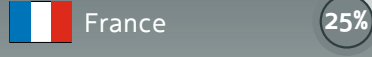
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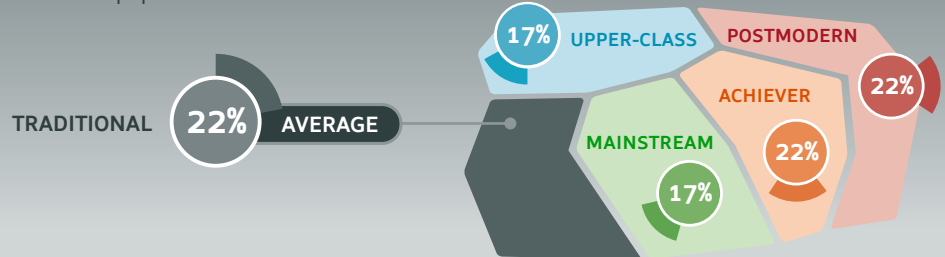


- Family-oriented
- Hold on to traditional norms and values
- Acceptation of authority and rules
- Value order, regularity and discipline
- Local orientation
- Avoids risks
- Lives soberly

TRADITIONAL



% 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:	Mary	
Age:	55	
Place of birth:	A village in the least densely populated area of the country	
Civil state:	Married (for 35 years, got married at 20)	
Place of residence:	Medium-sized village, in the same region/province as place of birth	
Children:	Three children: aged 28, 30 and 32, the eldest two have young children of their own	
Profession:	Part-time nurse (2 1/2 days a week)	
Hobbies & interests:	Gardening, cycling and painting (mostly flowers)	

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MARY

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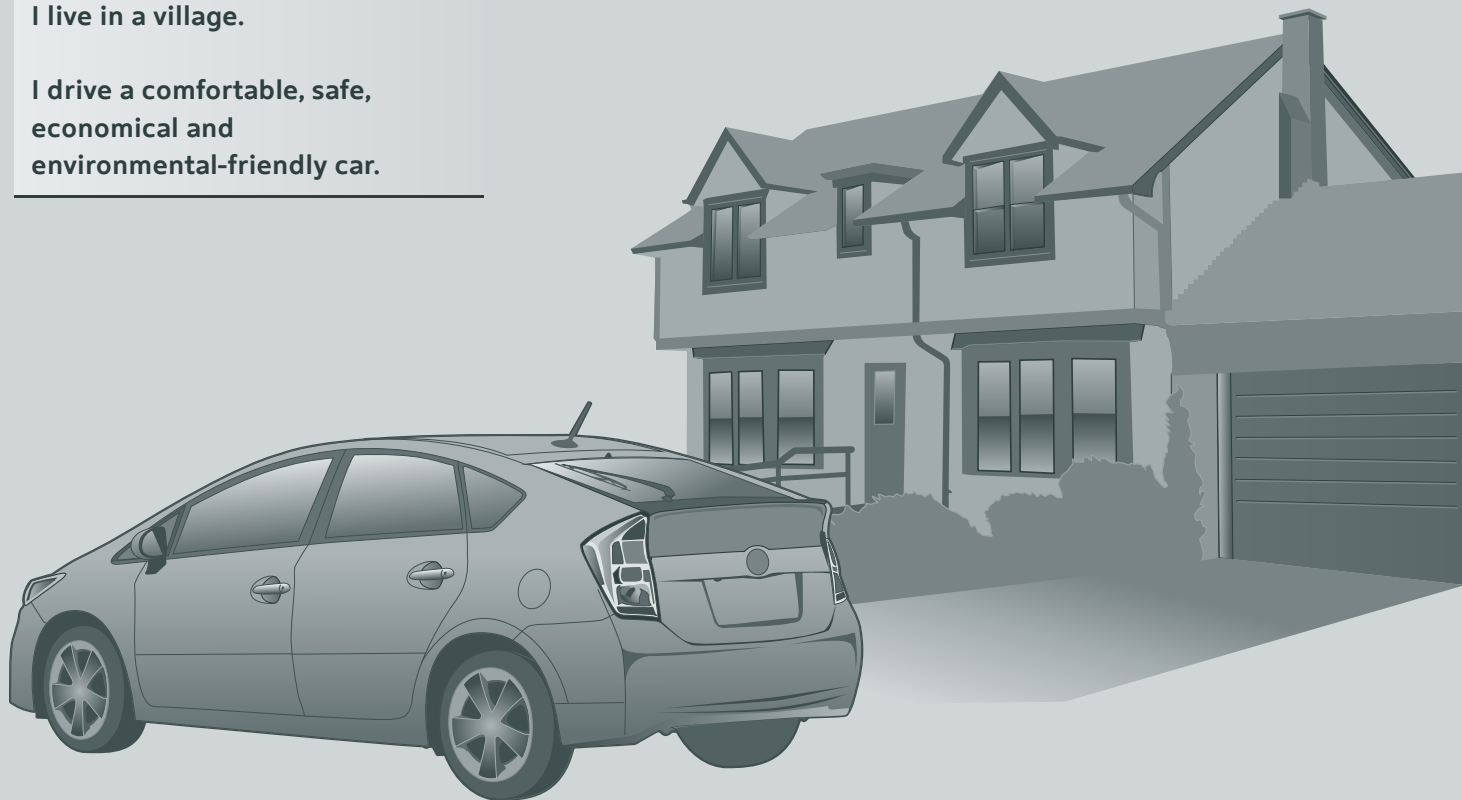
HOUSE AND FAVOURITE CAR

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I live in a village.

I drive a comfortable, safe,  
economical and  
environmental-friendly car.

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STAN

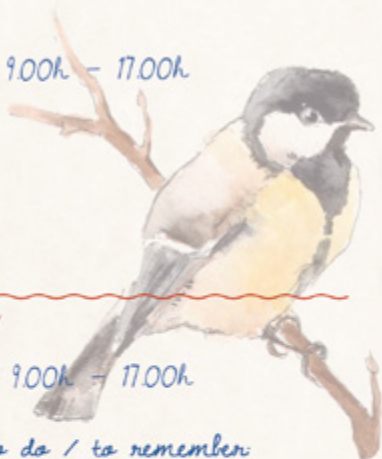
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JULI

15 Monday

Wank 9.00h - 17.00h




16 Tuesday

Wank 9.00h - 17.00h

To do / to remember:

- Look up puzzles.com  
(tip from Carla)
- Repair Bob's jeans

17 Wednesday

10.00h Painting class 

13.00h look after grandkids

week 29

18 Thursday

Wank 9.00h - 13.00h



19 Friday

Weekly groceries

20 Saturday

To do / to remember:

- Bake Apple pie in case kids  
come around on Sunday afternoon.  
(try that new recipe from the neighbor)

21 Sunday

- Ask one of the kids to have a  
look at our tax report for this year.

# MARY

# HOBBIES AND FREE-TIME

**My hobbies and leisure activities are:**

- Walking and cycling
- Gardening
- Puzzles



**In my leisure time I like to go to:**

- Country-side/nature



**My music is:**

- Pop-classics



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

- Musical



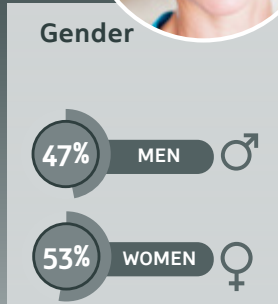
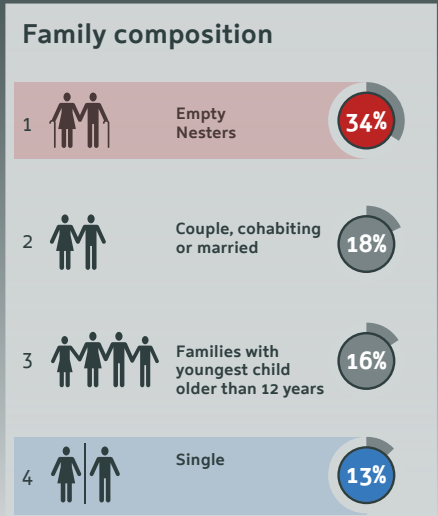
# MARY





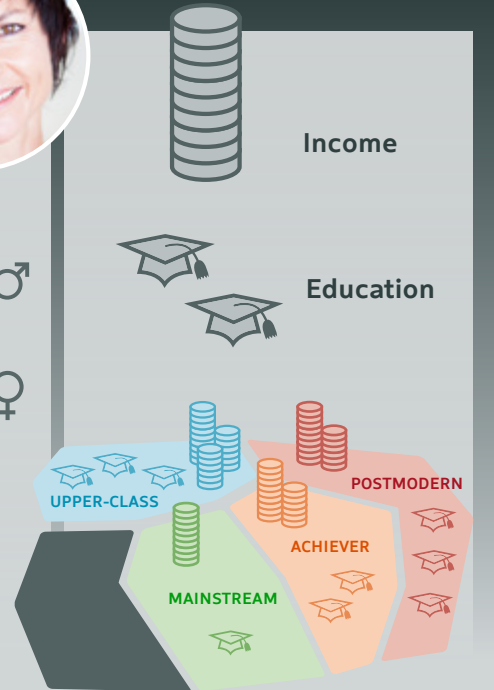
**In my working life I'm...**

more likely to work in a (semi-) government organisation in transport, or warehousing. More often parttime.



**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. Cheese
4. Beautiful landscape
5. Friendly people

Mentioned more than average:  
country for cyclists, cheese,  
sea and close-by

Mentioned less than average:  
culture, open, freedom  
and cheap



## POSITIVE CHARACTERISTICS OF THE DUTCH

### Top-5

1. Liberal,  
free-thinking
2. Tolerant
3. Hospitable
4. Speak many  
other languages
5. Welcoming,  
friendly

Mentioned more than average:  
-

Mentioned less than average:  
open, social and helpful



## NEGATIVE CHARACTERISTICS OF HOLLAND

### Top-5

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

Mentioned more than average:  
drugs

Mentioned less than average:  
food/the cuisine/ Dutch  
cooking, dirty, unfriendly  
people, dull and countryside



## NEGATIVE CHARACTERISTICS OF THE DUTCH

### Top-5

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

Mentioned more than average:  
language and drugs-use

Mentioned less than average:  
arrogance, stingy, reserved,  
pushy and unfriendly



## 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. Round trip
4. Active holiday
5. Cultural holiday

## Accommodation Top-5

1. Mid-class hotel
2. Holiday home/bungalow/villa
3. All-inclusive resort
4. Apartment
5. Bed & Breakfast

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

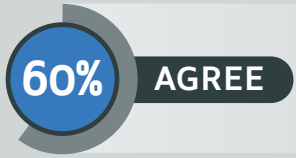
1. Informative websites
2. Newspaper articles / travel supplement
3. TV travel programmes
4. Review websites
5. Weblogs

**Blue:** represents significantly lower than average

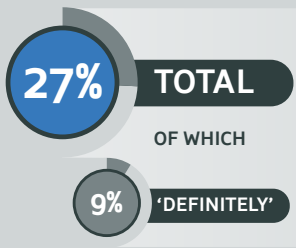
**Red:** represents significantly higher than average



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: In May (outside the holiday season)  
 With whom: Husband and dog  
 For how long: 1 week (Fri-Fri) – special offer  
 Where: Veluwe: bungalow  
 How: By car



1

Before we go, we plan what we want to do upfront. We go to the ANWB/ADAC/VVV in our own country and take home some flyers which we take with us to Holland.



3

We go cycling, visit a Dutch 'braderie', a church / castle and gardens.



2

We go for a walk with the dog, paint, read a book and enjoy the silence for a day.



4

We mostly cook by ourselves, this makes us feel at home.



5



We always bring along some things/food for the first days, it takes less time to adapt and feel at home that way.



MARY

WHAT'S IN MY HAND LUGGAGE



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I read the following magazines

Magazines with stories drawn from real (everyday) life about ordinary people, and nature magazines.

I read the following newspapers

Papers with local news about my area and region. And free door-to-door papers.

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

Local channels and national news once a day. Talk shows. Few international channels.



On the radio I listen to

Classical music and golden oldies.



Smartphone & tablet ownership



## DO'S

<b>Elements/ activities to communicate:</b>	Cycling, walking, what to do and what to see, speaking my language, safety, personal stories, personal interactions, peacefulness, silence, quietness, short excursions.
<b>About the accommodation:</b>	Price! Make the offer transparent: how many nights, how many meals, including parking costs etc. Accommodation details; pets welcome, exact location, language staff, tv channels in my own language, surroundings, tips what to do and see in the neighbourhood, a hallmark from a recognized authority like ANWB, ADAC etc.
<b>Which media:</b>	Newspapers! Tv, radio, tour operator, fairs, magazines (not too glossy), gardening, informative websites, E-newsletter, ADAC.
<b>Tone of voice:</b>	Informative and simple (not too complicated), concrete, personal, quality label authority.
<b>Look &amp; feel:</b>	Recognition of myself (+/- 10 years) –peers, visuals, always supported by text, clear, real people, realistic situations.

## DON'TS

	Heavy trails, unknown, busy areas, illegal stuff (drugs), exuberant shopping, adventurous activities, high end restaurants, clubbing options.
	Unnecessary luxury, hidden or extra costs.
	Social media, glossies, too fancy.
	Loud, exuberant.
	Too colourful and busy pictures.





**STYLE OF COMMUNICATION**

- Practical approach
- Need for simple and clear message
- Attitude toward immediate surroundings is dependent and lacking much individualism
- Less internet-minded
- Fewer information skills, less sensitive for information overload

**DESIRED TONE**

- Bring close to
- Concrete
- Practical
- Local
- Clear
- Translate to personal context
- With authority and morality
- Allergic to loud and overexuberant communication
- Visual communication always needs to be supported by words

**CONTENT**

- Communication appealing to social involvement, traditional views on roles and self-awareness of health appeals to this group
- Likes peace, quiet, nature and an environment-minded lifestyle
- Preference for small-scale: security, valid insight and recognition can increase the effectiveness of a message
- Nostalgic images and stories appeal
- People like decency, respectability and order



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 biking

[Wednesday 11 AM: Cycle-route along De Linge]

If you're up for a holiday with some nice surprises, consider Holland by bicycle. Cycling through the inviting country-side with old characteristic windmills, charming villages and beautiful orchards with tempting fruit-trees. You can try the tasty fruits yourself. Take the special bicycle-ferry to cross the river and carry on. It's so easy to arrange and almost everything is included in the price of your trip. The surprise is what lies behind the next bend in the river. On the website you will find all the details. We're looking forward to your arrival.

**Look closer, it's Holland.**



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# OVERVIEW GROUPS

mentality™  
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## 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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