

# PASSPORT



NBTC

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# PASSPORT



STAN

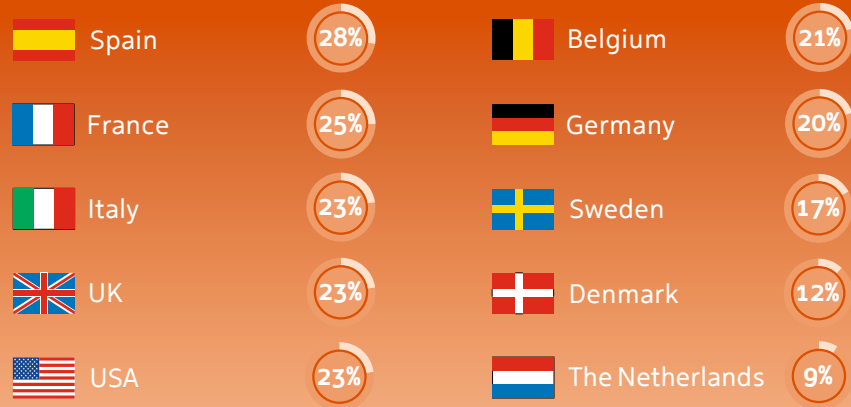
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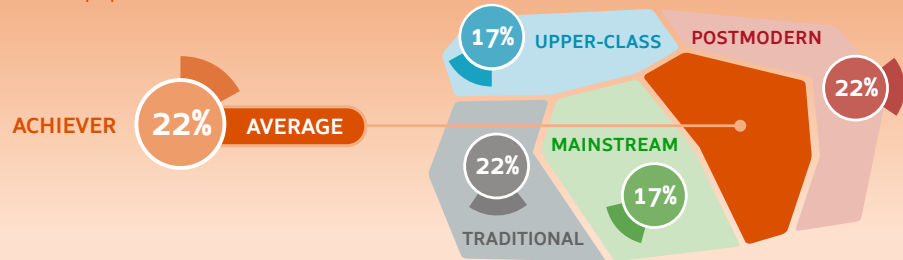


- Status oriented
- Hedonism
- Individualist
- Thrill seeking
- Materialist
- Career oriented
- Lowbrow culture

## ACHIEVER



% 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:	Michael
Age:	34
Place of birth:	Relatively modern small town near a big city



Civil state:	Cohabiting, unmarried
Place of residence:	Capital or second largest city (Amsterdam)

Children:	None (yet)
Profession:	Account Manager at Vodafone Telecom
Hobbies & interests:	Fitness, windsurfing, clubbing, dance events

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## MICHAEL

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## MICHAEL'S HOUSE AND FAVOURITE CAR

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I live in the new housing estates  
outside the town.

I like a sporty, trendy car  
with status.

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# July

all-day	Monday 8	Tuesday 9	Wednesday 10	Thursday 11	Friday 12	Saturday 13	Sunday 14
		Work	Work	Work	Work		
11:00							
12:00						Matt's stag day/night Skydiving & clubbing!	Surfing @ Blekers Beach
13:00							
14:00							
15:00							
16:00							
17:00							
18:00							
19:00							
20:00							
21:00							

**School of Marketing**  
prepare Chapter 4 of  
Turning sellers into  
buyers, assignments  
3,4 & 5

**Fitness**  
Get Chinese food on  
the way back

**To do / to remember**  
- Dry-cleaners!  
- Buy / order Race  
Mania III  
- Ask Tom for phone  
number of his  
accountant

**Sauna**  
and then chill with  
the missus

**Be home from  
the office!**  
Grocery deliverance

**TGIF drinks**  
@ work

meeting Barry &  
Tom for drinks

# MICHAEL

# HOBBIES AND FREE-TIME

## My hobbies and leisure activities are:

- Poker
- Dancing
- Watching movies
- Sports



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

- Pop concert
- Cinema
- Sauna / Wellness

## My music is...

- Dance
- HipHop



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

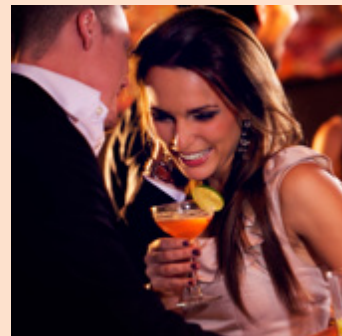
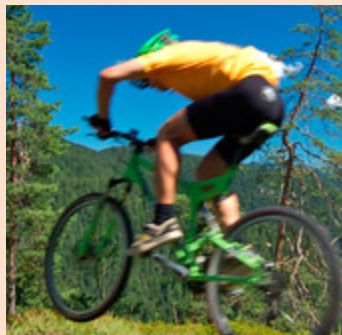
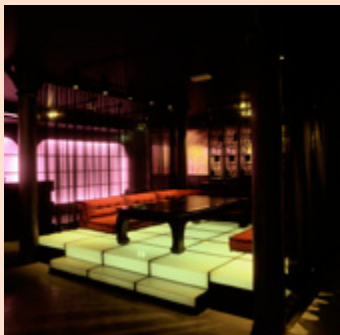
- Sensation white



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# MICHAEL

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

more likely to work in catering, retail/shops and financial organisations.



**Age**

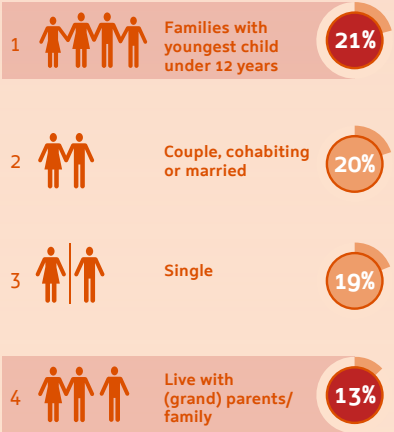
- 18 - 24 years
- 25 - 29 years
- 30 - 34 years
- 35 - 39 years
- 40 - 44 years
- 45 - 49 years
- 50 - 54 years
- 55 - 59 years
- 60 - 64 years
- 65 years or older



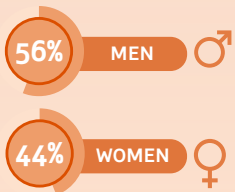
AVERAGE

**39**  
years

**Family composition**

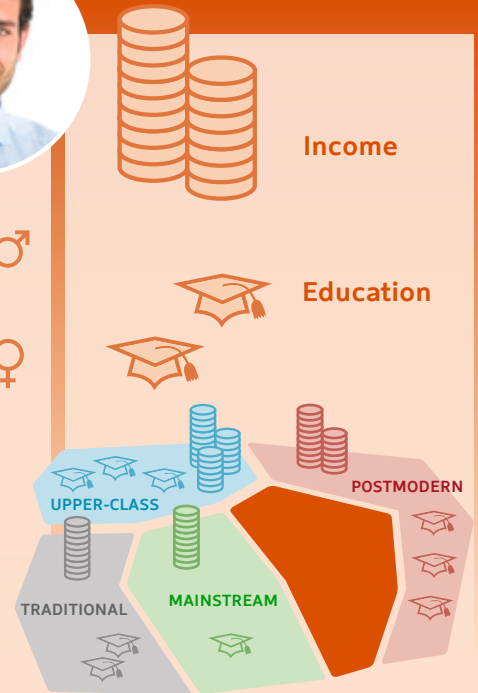


**Gender**



**Blue:** represents significantly lower than average

**Red:** represents significantly higher than average





## POSITIVE CHARACTERISTICS OF HOLLAND

### Top-5

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

Mentioned more than average:  
beautiful landscape, freedom,  
cheap, culture and open

Mentioned less than average:  
Amsterdam, country for cyclists,  
cheese, sea and close by



## POSITIVE CHARACTERISTICS OF THE DUTCH

### Top-5

1. Liberal,  
free-thinking
2. Open
3. Hospitable
4. Social
5. Tolerant

Mentioned more than average:  
social and helpful

Mentioned less than average:  
liberal/free-thinking, speak many  
other languages



## NEGATIVE CHARACTERISTICS OF HOLLAND

### Top-5

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

Mentioned more than average:  
countryside, dirty and  
unfriendly people

Mentioned less than average:  
drugs, language, dull/flat  
landscape



## NEGATIVE CHARACTERISTICS OF THE DUTCH

### Top-5

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

Mentioned more than average:  
arrogance, prejudices, reserved,  
pushy and unfriendly

Mentioned less than average:  
drugs-use and language



## MICHAEL

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

1,4 X

PER YEAR



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

1,8 X

PER YEAR



## HOLIDAYS IN GENERAL

Holiday Top-5

1. Beach holiday

2. City trip

3. Active holiday

4. Relax holiday

5. Cultural trip

Accommodation Top-5

1. Middle-class hotel

2. All-inclusive resort

3. Luxury hotel

4. Budget hotel

5. Holiday home /  
bungalow / villa

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

**Blue:** represents significantly lower than average

**Red:** represents significantly higher than average

1. Informative websites

2. Review websites

3. Weblogs

4. TV travel programmes

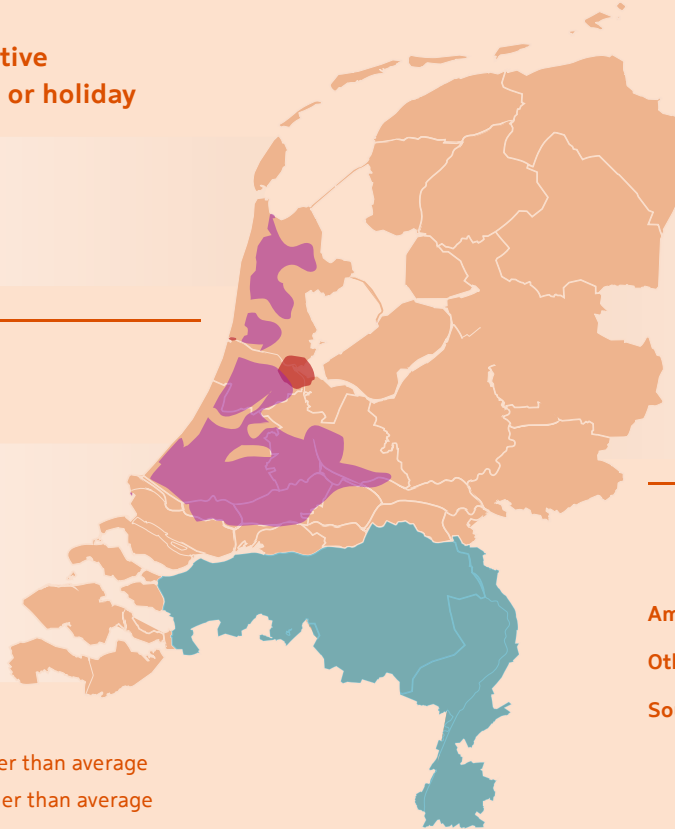
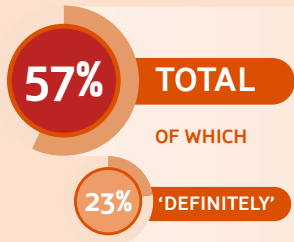
5. Newspaper articles /  
travel supplement



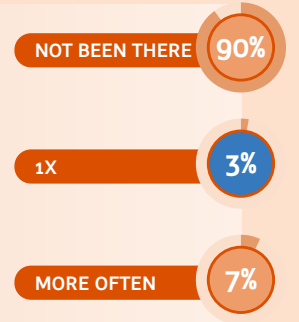
I think Holland is an attractive destination for a short trip or holiday



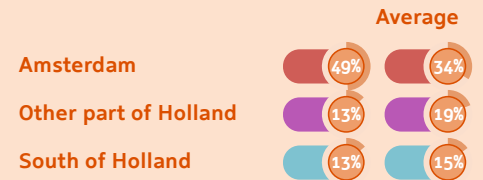
Intention to visit Holland in the next three years



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 October, outside the holiday season  
(this is not the main holiday)

With whom: Couple of friends

For how long: Thu-Sun (3 nights weekend)

Where: Amsterdam: Golden Tulip

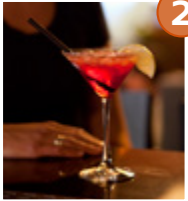
How: By airplane  
(low cost or national carrier)



1



On Friday, we visit Bols experience, a cocktail bar and the Amsterdam Dance Event.



2

On Saturday, we rent a boat on the canals, cruise through red-light district, go visit the EYE briefly and in the afternoon we visit cafés as well.



3

On Sunday, we go to the tattoo museum and have diner in a hip restaurant (Harbour Club).



4

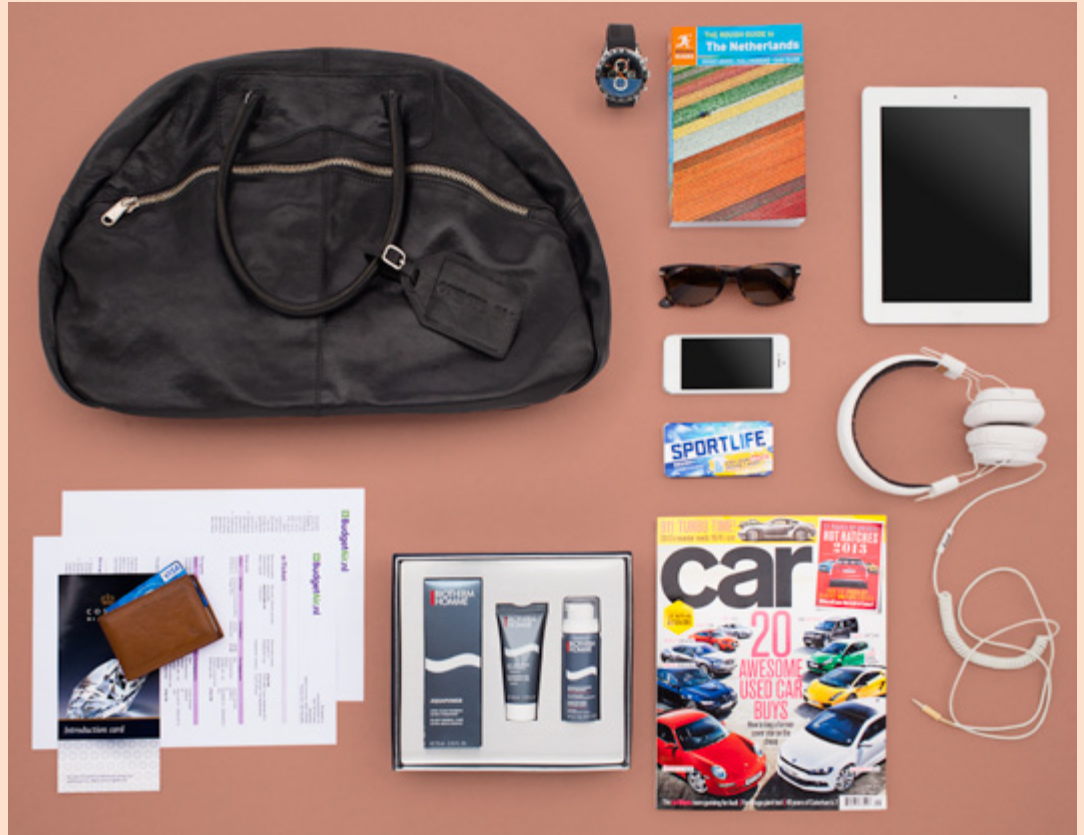


We like taking photos of us and Dutch, tall, blond women and post them on facebook ;-)



# MICHAEL

# WHAT'S IN MY HAND LUGGAGE



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## I read the following magazines

Toys for boys (and girls). Magazines about football, cars and personal care & beauty.

## I read the following newspapers

Papers that combine news and entertainment.

## Internet and social media hours per week



Internet



Social media

## On television I watch

A lot of music and American series, also watch a lot on the national commercial channels.



## On the radio I listen to

Stations with dance music and top-40 music, but also business news.



## You can find me on ...



## Smartphone & tablet ownership



**Blue:** represents significantly lower than average

**Red:** represents significantly higher than average



## DO'S

**Elements/  
activities to  
communicate:**

Hip places, nightlife & shopping,  
top 10 lists to visit.

**About the  
accommodation:**

With my girlfriend a four star design hotel,  
but with friends a well known chain.  
Recommendations from others, review websites,  
looks of the hotel/ accommodation.

**Which media:**

Social media, lifestyle magazines,  
magazines focus on 'hotspots',  
word of mouth, online/tablet.

**Tone of voice:**

"Don't miss out!", catchwords,  
being taken care off.

**Look & feel:**

Trendy, more pictures than text, fast  
and sexy visuals.

## DON'TS

Flowers, authentic villages, country-side, nature.

Hostel, B&B, Camping.

Printed travel magazines.

Too obvious cheap price communication,  
having to explore, too fact-based.

Classical stuff.





**STYLE OF COMMUNICATION**

- Fast and zapping a lot
- Trendsetter in use of ICT
- Wants to be approached at his level
- Focuses on headlines and fast gratification of his information needs
- Interactive communication options are appreciated

**DESIRED TONE**

- Concisely informative
- Functional
- No-nonsense
- Convincing
- Status-sensitive
- Light-hearted, optimistic tone
- Trendy and informal

**CONTENT**

- Excitement and sensation: fast cars, career, film, going out, clothing, sex
- Hedonistic attitude
- Interested in technological developments
- Individualistic attitude (what's in it for me?)
- Likes luxury
- Ambitious and career-oriented
- Doesn't want to miss anything

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 brands

[Friday 9 PM : House of Bols Amsterdam –  
Liquor since 1575]

‘Shaken, not stirred’, must have been discovered here for the first time. Bols is producing fantastic liquors and genevers since 1575. You cannot only taste them at House of Bols, but the Bols Bartending Academy gives you the tools to shake and stir some fine cocktails yourself as well. Feel like an experienced bartender already after an hour or so. Or just dive right into the Dutch nightlife for a first-hand experience of all the other hotspots.

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









# OVERVIEW GROUPS

mentality™  
© Motivation International B.V.

## 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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