PASSPORT

NETC

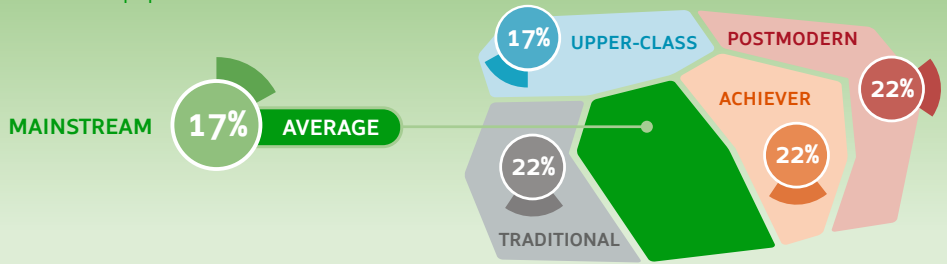
PASSPORT

- Balancing between traditional norms, values and change
- Family oriented
- Wants status and respect
- Law and order
- Feels let down by society
- Longing for authority, leadership and rules
- Likes to consume and be amused
- Lowbrow culture

MAINSTREAM

USA	29%	Denmark	19%
Sweden	27%	Spain	17%
The Netherlands	24%	Germany	16%
UK	20%	France	14%
Belgium	19%	Italy	13%

% of total population



PETER

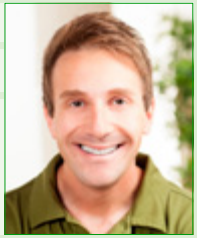
INFORMATION

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.



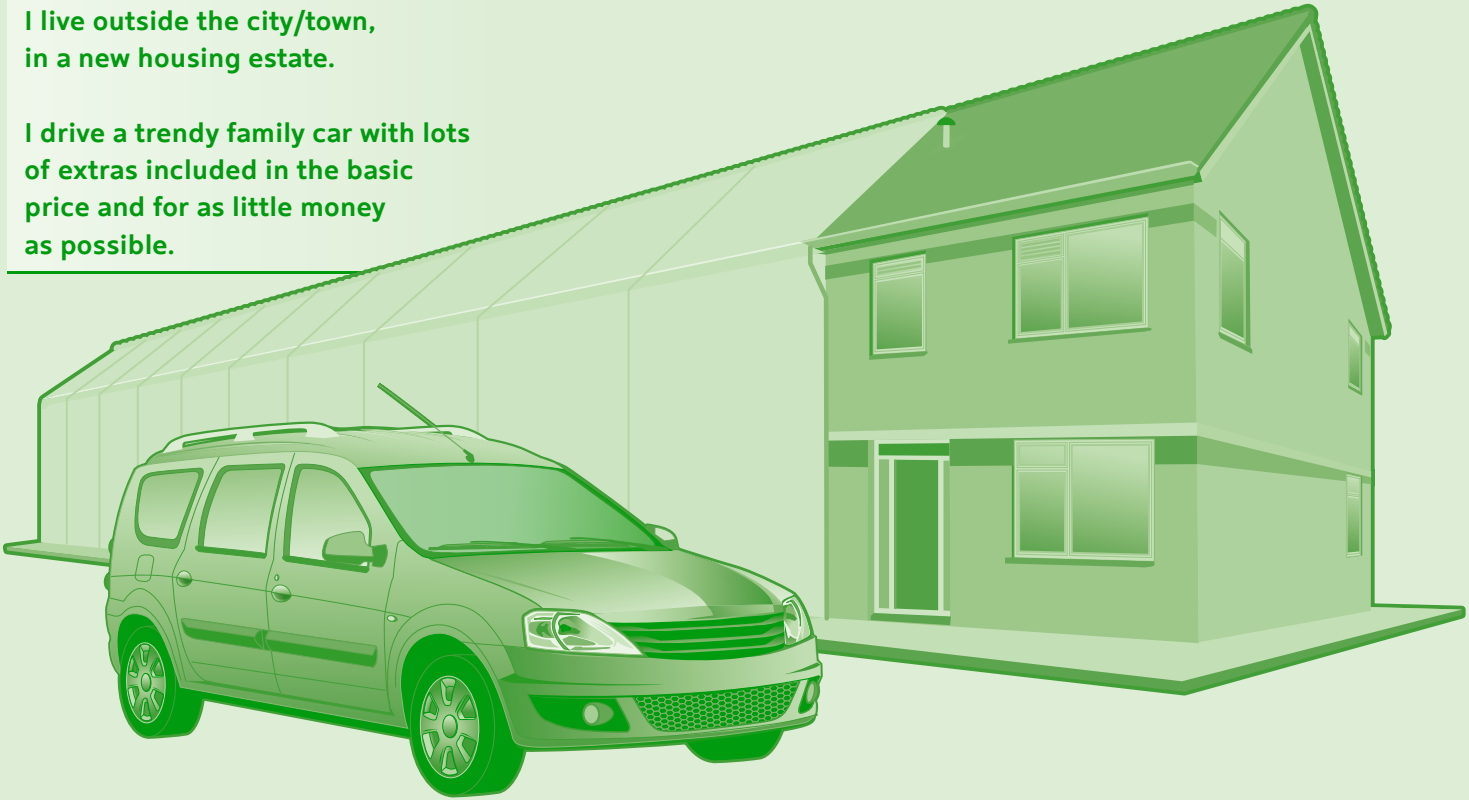
Name:	Peter
Age:	40
Place of birth:	Medium-sized village, near a harbour or industrial city
Civil state:	Married to Elsa (who is 2 years younger)
Place of residence:	Medium-sized village, in the same region/province as place of birth
Children:	A girl aged 10 and a boy aged 13
Profession:	Foreman for a building company
Hobbies & interests:	Playing computer games with the children, watching televison, linesman for the soccer club, fishing and building model airplanes

PETER

HOUSE AND FAVOURITE CAR

I live outside the city/town, in a new housing estate.

I drive a trendy family car with lots of extras included in the basic price and for as little money as possible.



Monday:

Eldermore Estate 7AM
- Drywall main building ground floor
- Foundation garage
- Decide tiling with owner

Tuesday:

Eldermore Estate 7AM
- Drywall main building ground floor
- Foundation garage
- Decide tiling with owner

Wednesday:

16.30-17.00 Football practice
Eldermore Estate 7AM
- Start drywalling upstairs
- Start windows groundfloor

Thursday:

Weldon 8AM
- Drywalling last part outhouse

To do / to remember:
* Ask Jim if I can borrow his fishing rod this summer
* Buy tickets for movie next week (Toy Story)

Friday:

Eldermore Estate 7AM
- Finish drywalling upstairs

Saturday / Sunday:

Eldermore Estate 7AM
- Drywall main building ground floor
- Foundation garage
- Decide tiling with owner
- Darts with the lads (O'Reilly's)

PETER

HOBBIES AND FREE-TIME

My hobbies and leisure activities are:

- Pub
- Going out
- Computer games

In my leisure time I like to go to:

- Funfair/ amusement park

My music is:

- Local pop

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

- Concert by local artist

PETER

In my working life I'm...

more likely to work in construction or utilities.

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 41 years

Family composition

1 Empty Nesters 22%

2 Families with youngest child under 12 years 19%

3 Couple, cohabiting or married 16%

4 Families with youngest child older than 12 years 16%

Gender

58% MEN

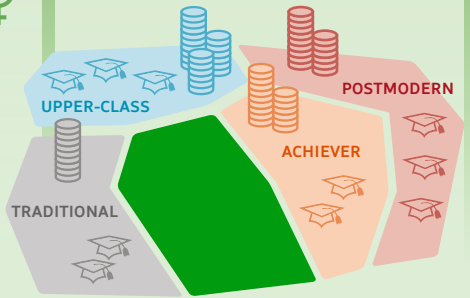
42% WOMEN

Blue: represents significantly lower than average

Red: represents significantly higher than average

Income

Education



PETER

PERCEPTION OF HOLLAND AND THE DUTCH

POSITIVE CHARACTERISTICS OF HOLLAND

Top-5

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

Mentioned more than average: Amsterdam, cheese and close-by

Mentioned less than average: culture, open and freedom

POSITIVE CHARACTERISTICS OF THE DUTCH

Top-5

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

Mentioned more than average: open

Mentioned less than average: tolerant and speak many other languages

NEGATIVE CHARACTERISTICS OF HOLLAND

Top-5

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

Mentioned more than average: drugs and unfriendly people

Mentioned less than average: expensive, the weather and busy/too small

NEGATIVE CHARACTERISTICS OF THE DUTCH

Top-5

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

Mentioned more than average: arrogance, noisy/boisterous and stingy

Mentioned less than average: prejudices and reserved

PETER

HOLIDAYS IN GENERAL

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

Holiday Top-5

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

Accommodation Top-5

1. **Middle-class hotel**
2. **All-inclusive resort**
3. Holiday home/bungalow / villa
4. Budget hotel
5. Apartment

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

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

Blue: represents significantly lower than average

Red: represents significantly higher than average

PETER

HOLIDAY IN HOLLAND

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

53% AGREE

Intention to visit Holland in the next three years

31% TOTAL

OF WHICH

8% 'DEFINITELY'

Visits paid to Holland in the past 3 years

NOT BEEN THERE	89%
1X	4%
MORE OFTEN	7%

Top 3 visits to Holland

		Average
South of Holland	23%	15%
Amsterdam	22%	34%
Coast	19%	18%

Blue: represents significantly lower than average

Red: represents significantly higher than average

My trip to Holland looks like this:

When:	In the holiday season, but not the summer holiday (this is not the main holiday)
With whom:	With the family (wife & kids)
For how long:	A long weekend (3 days/nights)
Where:	Duinrell: holiday home
How:	By car, this gives us maximum flexibility once we are at the destination

1 There's lots to do for the kids in Duinrell. On Saturday we stay at the parksite all day.

2 We visit Madurodam and the beach nearby.

3 The kids love the Dutch pancakes that the restaurants offer.

4 We cook in the bungalow one night and play games with the kids.

5 We like to experience a fun family-time together.

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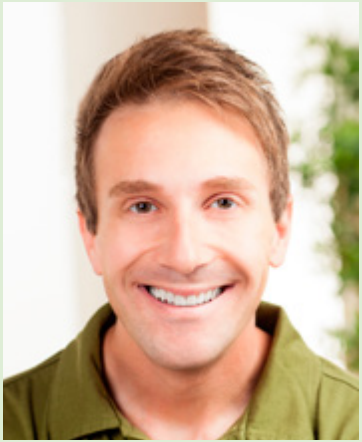
WHAT’S IN MY HAND LUGGAGE



PETER

MEDIA USAGE

I read the following magazines

Magazines with stories about other people's lives, e.g. showbiz gossip.

I read the following newspapers

I don't read that many papers, but mainly ones that combine news and entertainment (and also often the free newspapers).

Internet and social media hours per week

15 hours — Internet

6 hours — Social media

You can find me on ...

On television I watch

Channels with shows and entertainment, soaps and children's channels.

21 hours

On the radio I listen to

Stations with popular music, preferably with nice chatty bits in between. Both Dutch and international.

23 hours

Smartphone & tablet ownership

51%

Blue: represents significantly lower than average

Red: represents significantly higher than average

	DO'S	DON'TS
Elements/ activities to communicate:	No-nonsense, no hassle (basic information, what's to do for the kids, (easy) accessibility/ nearby, lots to do within short distance, you know what you get (no surprise), amusement parks, fun museums, swimming pools etc.	Expensive things, things that are not family friendly, things that are too serious like traditional historical museums.
About the accommodation:	Focus on facilities (for kids), not expensive & price/quality ratio, comfort for whole family, tell me that same audience uses the accomodation, offer good deals (moneywise), communicate comfort.	Focus on luxury.
Which media:	Travel tv-shows, travel radio-show, ''classic'' media such as magazines, newspapers and special interest magazines for parents and kids.	Weblogs, ''hip travel programmes'', glossy magazines, ambient media (i.e. free cards, posters).
Tone of voice:	What you see is what you get, straight forward choice of words, plural personal pronouns aiming at the whole family, pragmatic, fun.	Vague language (i.e. hip & happening), fancy choice of words.
Look & feel:	Happy faces, colourful images, whole family, fun activities, people (like-minded), freedom and happiness, no stress.	Pictures with no people on them, serene landscape and nature, business-style, dull colours, sophisticated, luxury goods.

STYLE OF COMMUNICATION

- In addition to internet very focused on passive news sources: TV, magazines
- Focuses on entertainment and convenience
- Is put off by information overload
- Difficult and complicated issues are avoided
- Pragmatic and conformist

DESIRED TONE

- Concisely informative
- Amusing
- Light-hearted, optimistic
- Convincing
- Concrete
- Practical
- Accessible
- Emphasizing convenience, fun and individual advantage
- Status-sensitive

CONTENT

- Likes clarity and order
- Low environmental awareness
- Focused on family
- Likes cosiness and snugness
- Peeping-Tom tendencies (keen to see how others/the neighbours do things)
- Sensitive to communication relating to safety
- Emphasizes convenience, fun and individual advantage

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 fun

[Sunday 12 noon: Beach - Noordwijk]

Looking for some family fun on your next holiday trip? You've come to the right place. In Holland you'll experience great activities for the whole family. Whatever the weather may be, you're in for a treat. Kiting with the kids on the beach when the wind is up. Or simply enjoy all the facilities your bungalow park has to offer, such as the swimming pool with crazy waterslides. But even when there's some rain, you'll find perfect places to visit, like Corpus, the experience museum that lets you travel through the human body, for the young discoverers. So, what ever you and your family may like best, you'll find it in Holland on your next trip.

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

Colofon:

Content: Motivaction & NBTC Holland Marketing
Design: BSUR Amsterdam

Contact details:

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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