

NETHERLANDS BOARD OF
TOURISM & CONVENTIONS

PASSPORT



SOPHIE

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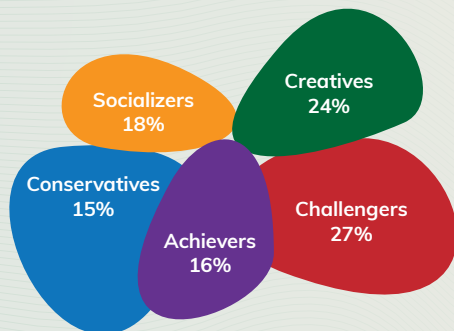
CREATIVES

NETC

OTAM

General information Creatives

Size of segments worldwide



Size of Creatives by country (of the five main core markets)



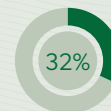
A quarter of residents in the five core markets belong to the Creatives target group. The proportion is highest in Germany (32%) and lower in France (24%) and the United States (20%).

- 📈 significantly higher than other segments
- 📉 significantly lower than other segments

Focus areas in Germany



North Rhine-
Westphalia



Lower Saxony

In the German regions of North Rhine-Westphalia and Lower Saxony, the proportion of Creatives is comparable with the national average in Germany (32%).


Focus area in Belgium



Flanders

The proportion of Creatives in Flanders is slightly higher (28%) compared to the national average in Belgium (26%).

Source: GLOCALITIES

[illegible]

Sophie

Name

Gender

Age

Place of birth

Residence

Marital status

Children

Household composition

Education & profession

Special life event(s)

CT 54

Place of residence, home and transport

Medium-sized city, lively district with lots of shops, cafés and restaurants.

An old but well-maintained flat.

Does not have a car, likes to use public transport, shared cars and shared scooters.

Enjoys cycling and walking around the city.



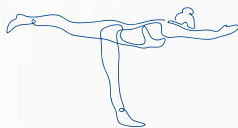
Monday

work: provide online coaching session

Lunch with a friend

coach/walking session with a client

take yoga class



Tuesday

work: 3 coaching sessions

☐ administrative work !

☐ prepare sessions

☐ Grocery shopping

Netflix night!

Wednesday

Day off

Running & relaxing

Look after bonus child

Cosy evening at home with girlfriend and her children



Thursday

work: walking session with coach group

Photo assignment at a business event

visit local café with two girlfriends



Friday

Teach a yoga class

Household chores and grocery shopping

Afternoon work: coaching group session

Collection walk for Free a Girl

Saturday

Teach a yoga class

Lunch in town with girlfriend

Attend bonus child's gymnastics competition

Visit theatre show with girlfriend

and drinks in town



Sunday

A leisurely breakfast and relaxing

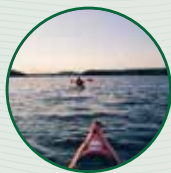
City walk and visit art museum exhibition

Relax in the evening with a book and go to bed on

time to prepare for the upcoming week

Hobbies

Spending time with friends, photography, walking, exercise, travelling (especially city trips, adventure travel, backpacking and eco-tourism), visiting museums, theatres (opera) and music (both listening and making music and attending concerts, music festivals and musicals).



Interesting/fun fact

Had burnout and as a result changed her outlook on life and started doing other work. She is happier with her work-life balance.

Favourite international brands

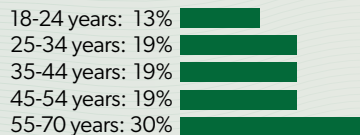
Brands must be reliable, authentic, sustainable, high-quality, intelligent, innovative, resourceful, and easy to use and repair. It is also important that brands align with moral principles, keep promises, care about consumers and provide value for money.



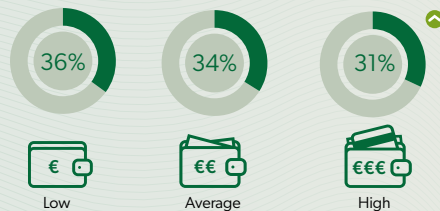


Career

Age



Income



- ▲ significantly higher than other segments
- ▼ significantly lower than other segments



Work



Employed full-time



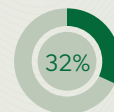
Employed part-time



Self-employed



Student



Unemployed (incl. pension)

Examples of professions



Art gallery employee

Higher education mathematics teacher

Historical researcher

Business economist

Photographer

Architecture student

- ▲ significantly higher than other segments
- ▼ significantly lower than other segments

Role of sustainability in daily life and during holidays



Conscious living

Critical of a superficial life and looking for a meaningful life. Conscious living and sustainability play large, meaningful roles in the lives of Creatives compared to the other segments. Creatives feel more environmentally responsible compared to the other segments and also allow their behaviour to be influenced by trends related to sustainability.



Environmental awareness

Try to live in an environmentally aware way. Creatives score significantly higher on the (environmentally) aware living trend compared to the other segments. Protecting the environment is also very important to them, more so than the other segments.

Creatives are more aware when it comes to buying sustainable brands, donate to charities regarding environmental protection, discuss this topic a lot with others and search for more information. They are also relatively more likely to actively participate in a group that addresses environmental issues.



Typical Creatives in relation to sustainability

- ⊕ Think that sustainability is important and consciously adjust their behaviour, for example by eating vegetarian or vegan.
- ⊕ More often deliberately do not have a car and more often use public transport and bicycles.
- ⊕ Are somewhat aware of sustainability during holidays and continue their sustainable behaviour from home.
- ⊕ Are open to sustainable behaviour during their holidays and interested in tips and suggestions about it.
- ⊕ See the Netherlands as a country that is leading the way in sustainability.

Perception of the Netherlands and the Dutch

The Creatives believe the Dutch are mostly friendly and hospitable. These scores are similar for the target groups Achievers, Conservatives and Socialisers.

They also see the Netherlands as open and tolerant; this is where the Creatives score highest.


Furthermore, the Creatives think that the Dutch are internationally oriented. This corresponds with the Achievers' and Conservatives' scores. The Challengers and Socialisers score relatively low on this compared to the other segments.

Creatives also find the Dutch informal, innovative, inclusive, cooperative and pragmatic, while the other segments score lower on these.





Creatives see the Netherlands as a country (with)


 Many (new) opportunities, activities and destinations to visit (high level of knowledge of what the Netherlands has to offer). There is still a lot to discover in the Netherlands.


 A nice atmosphere, where they feel comfortable and free.


 Openness and tolerance, including towards the LGBTQ+ community, which they value.


 Interesting cities, regions and possible activities.

 Inviting, modern cities and design (New Dutch). Many options for combining visits to cities with nearby (nature) areas, villages and the coast.

 Beautiful nature that is often not a reason 'in itself' to visit the Netherlands but is instead seen as a nice addition to their visit or holiday.

 Good infrastructure and accessibility within and between cities.

 Attractive spatial design of cities and villages.

 Diverse range of accommodation, including Airbnb, hotels, campsites and cottages.

Holiday behaviour in general and the Netherlands in particular

In the past three years, 78% of Creatives have taken one or more trips abroad. This is a high percentage compared to Conservatives and Socialisers. The holidays they take most often are city trips, beach holidays, nature holidays, sightseeing visits and cultural trips. This corresponds with the other target groups, mainly the Achievers.

More than 9 out of 10 Creatives say they would consider the Netherlands as a holiday destination. The Creatives would mainly visit the Netherlands for city breaks, cultural holidays, sightseeing visits and active holidays. Creatives score significantly higher than the other segments on these types of holidays.

According to Creatives, 'experiencing cultures' (54%), 'relaxation' (46%) and 'getting away' (40%) are the main reasons for travelling to the Netherlands. Creatives score significantly higher compared to the other segments on the categories of 'experiencing cultures', 'to disconnect', 'learning', 'meeting new people', 'physical and mental vitality' and 'getting to know yourself'. The target group is much less interested in the travel motives of 'shopping' and 'doing business' compared to the other groups.



- ↑ significantly higher than other segments
- ↓ significantly lower than other segments

HOLIDAY BEHAVIOUR
IN GENERAL



HOLIDAY
BEHAVIOUR IN THE
NETHERLANDS



Creatives are particularly interested in the nature, sightseeing and heritage of the destination when they go on holiday abroad. Compared to the other segments, Creatives score high on sightseeing at the destination, heritage and nature.

Have a preference for city visits combined with relaxing in green spaces and/or the coast near cities.

Visit many different cities and regions of the Netherlands.

Are open to new experiences, always enjoy exploring a new city or place in the Netherlands.

Choose various accommodations, but often Airbnb and hotels, sometimes a campsite or holiday home.

Holidays in the Netherlands: accommodation, activities

Have visited the Netherlands for long/short holidays in last five years.



Belgium
Flanders



Germany
North Rhine-
Westphalia,
Lower Saxony



UK
London,
Southeast
England



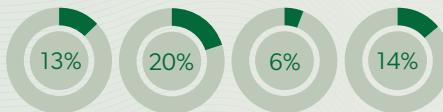
France
Île-de-France



Short
break
(1-3 nights)



Long holiday
(4 nights or more)



Not visited



For a short break in the Netherlands, Creatives mainly stay in a hotel/guesthouse, followed by a bed & breakfast. Germans also often choose holiday homes, while the French opt for private rentals (such as Airbnb).



When on a long holiday in the Netherlands, Creatives often choose a hotel/guesthouse, followed by an apartment/holiday home (at a park).

Typical visit to the Netherlands

Travel group

With a friend

Travel destination

Hanseatic city of Zwolle

Theme

Get inspiration,
relax, personal
development.

Holiday needs

Discovering something new
in a varied environment

Accommodation

Boutique hotel in Zwolle

Activities

City walk in search of hidden
gems, relaxing on terraces
and going to restaurants,
cycling and walking in the
area, photography, museum
visits, yoga in a special
nature spot.

Spending habits

Paying a fair price, but
willing to pay for quality.

Transport

By train



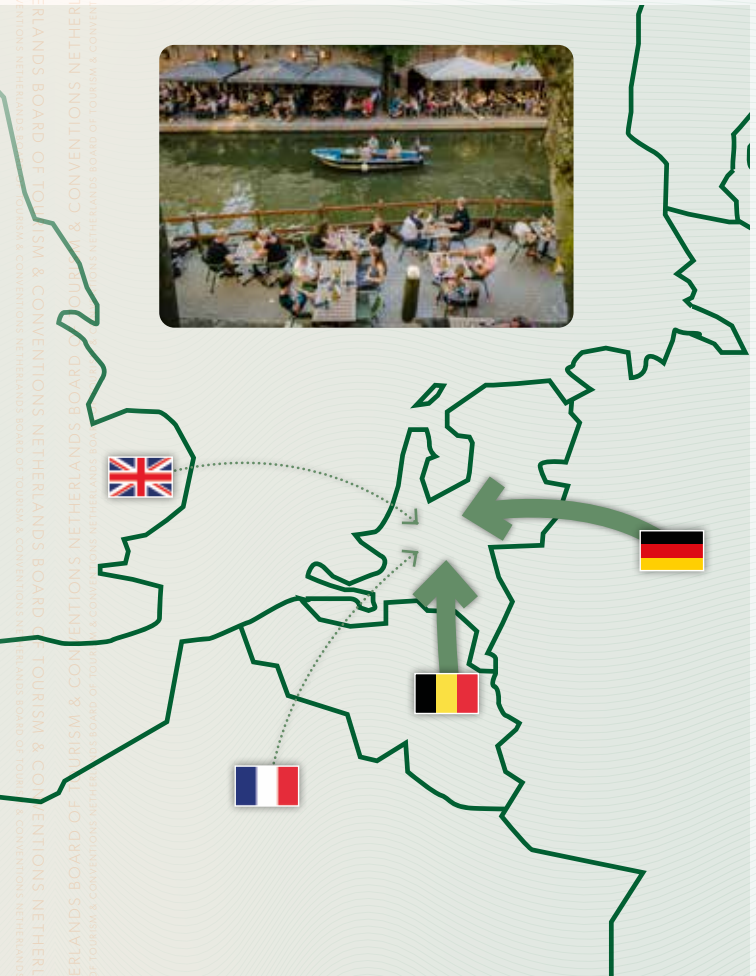
Behaviour

Creatives easily adapt their
behaviour to local customs
and culture. They are open to
spontaneous ideas and new
experiences. They like to be
surprised and are flexible in terms
of daily schedule and activities.

Day trip to the Netherlands: activities

Day trips to the Netherlands take place almost entirely from Belgium and Germany. Day trips from the UK and France are an exception. Creatives take many day trips to the Netherlands from the German and Flemish border areas.

Creatives like to go to the Netherlands for a cultural visit (such as a museum or concert) combined with visits to a city or nature in the immediate vicinity and dining out. Creatives choose varied locations and cities in the Netherlands. Travelling companions also vary from visit to visit, sometimes it's with their partner or family and sometimes with friends.



Hand luggage



Media use



Social media

Facebook
Whatsapp
YouTube
Instagram
Pinterest

Average internet usage.

TV

The top three main TV channels for Creatives.



Belgium



Germany



UK



France



USA

EEN	ARD /ZDF	BBC1	M6 / ARTE	HBO
VTM	Arte / RTL	Channel4	France 2	CBS/ ABC
Canvas	ProSieben	iTV	France 3	NBC

significantly higher than other segments

significantly lower than other segments



Newspapers

Newspaper reading also varies by country and segment.

Below are the three most-read newspapers by Creatives in the respective country.



Belgium

Het Laatste Nieuws
Het Nieuwsblad
De Standaard



Germany

Local news-Paper
Der Spiegel
Süddeutsche Zeitung



UK

The Guardian
Daily Mail
The Independent
The Times
Metro



France

Le Monde
Local news-paper
L'Équipe



USA

New York Times
Local news-paper
USA Today

significantly higher than other segments

significantly lower than other segments

Do's and Don'ts and communication style

Do's



For Creatives, it works well if they feel there is nothing to lose and it's a purely win-win situation.

Acknowledge Creatives' resistance by naming it and being transparent. For example, be clear about other options that respond to the correct or an idealistic choice.

Don'ts



In your communication, do not use 'idealised images' but rather examples that Creatives can identify with.

Don't offer something extra for free, that's counterproductive. Discounting does not work as well with this group.

Communication style



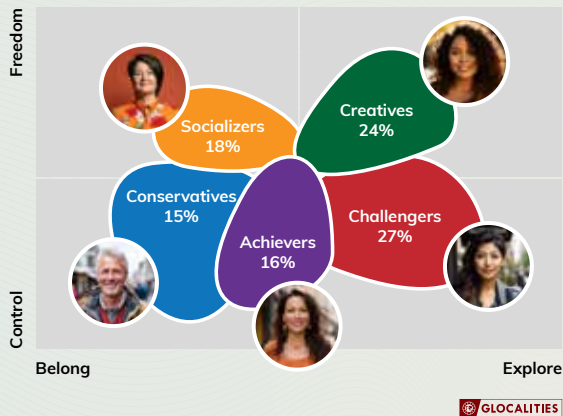
Inspire using creative metaphors and humour, trust in their self-confidence, never emphasise limitations but offer opportunities and freedom.

NOTES



Glocalities model overview

- 1 **Creatives, Sophie.** Open-minded idealists who consider self-development and culture very important.
- 2 **Socializers, Kim.** Fun-seekers seekers who love entertainment, freedom and family values.
- 3 **Conservatives, Ben.** Family-oriented, who value traditions/etiquette and like an organised life.
- 4 **Achievers, Alex.** Entrepreneurial networkers focused on family and community life.
- 5 **Challengers, Monica.** Competitive-minded, career- and money-driven, risk-taking and adventurous.



Colophon

Content

Glocalities / Netherlands Board of Tourism & Conventions (NBTC)

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media.nbtc.nl, freepik.com, unsplash.com, pixabay.com, pexels.com, shutterstock.com



As the national destination management organisation of and for the Netherlands, NBTC uses relevant knowledge and insights to give a national vision of tourism. On the basis of this vision, we inspire, connect and facilitate cities, regions, entrepreneurs and other stakeholders in and around the Netherlands, with the aim of making our country as liveable, loveable and valuable as possible for residents, visitors and businesses.

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