

NETHERLANDS BOARD OF  
TOURISM & CONVENTIONS

# PASSPORT



KIM

CT24

## SOCIALIZERS

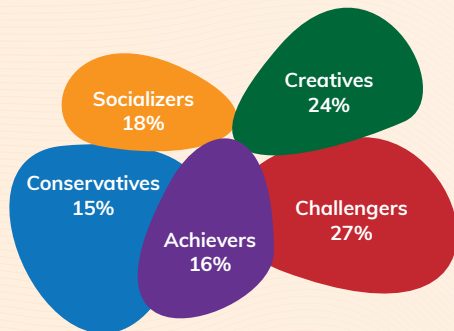
1570

# PASSPORT

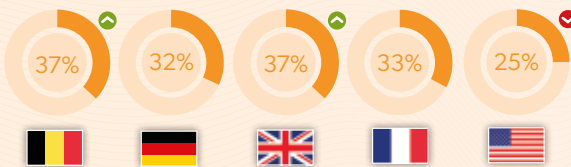


## General information Socializers

### Size of segments worldwide



### Size of Socializers by country (of the five main core markets)



Almost a third of the residents in the five core markets belong to the Socializers target group. This is a relatively large group compared to the other segments. The Socializer target group is largest in Belgium and the UK (37%). In the United States, this group is relatively the smallest (25%).

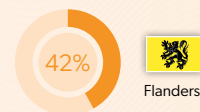
- ▲ significantly higher than other segments
- ▼ significantly lower than other segments

### Focus areas in Germany



In the German region of North Rhine-Westphalia, the proportion of Socializers (30%) is similar to the national average in Germany (32%). In Lower Saxony, the proportion of Socializers (34%) is slightly higher.

### Focus area in Belgium



The proportion of Socializers in Flanders is significantly higher (42%) compared to the national average in Belgium (37%).

Source: GLOCALITIES

## Introduction Glocalities

We use the Glocalities model from market research firm Motivaction to get better insight into the target groups we are focusing on for developing the Netherlands as a sustainable destination. The Glocalities model is a segmentation model based on values, lifestyles, psychology and trends. The strength of this model is that it takes cultural differences into account.

We focus on valuable international visits for destination Netherlands. Germany, Belgium, the United Kingdom, France, the United States and China are our main country of origin markets. The model offers insight into different types of visitors, their lifestyles and what inspires them for a day or overnight visit to the Netherlands. The data in the passport is based on data from four of the five countries of origin (Germany, Belgium, France, the UK and US). The description of the personas is based on 2023 data, and additional research has provided more insight into the holiday behaviour of individuals within the different segments (2020). We gain insight into the wants and needs of five target groups and how this aligns with what the villages, cities and regions in the Netherlands have to offer.

The target groups were translated into five personas:

- Creatives **Sophie**
- Socializers **Kim**
- Conservatives **Ben**
- Achievers **Alex**
- Challengers **Monica**

This passport contains a description of the different target groups and the corresponding personas.



Name

**Kim**

Gender

Female

Age

47

Place of birth

Big city

Residence

On the outskirts of a big city where she was born, near her mother and in-laws.

Marital status

Married

Children

2 children

Household composition

Married (to Anton), with two young children and a dog.

Education & profession

Practically trained in healthcare, dental assistant (part-time), her husband works full-time as a construction supervisor.

Special life event(s)

Birth of children, Anton's marriage proposal on the Eiffel Tower.





## Place of residence, home and transport

On the outskirts of a big city, with a lot of (social) amenities/facilities.

Terraced house from the 1990s, a bit small with a small garden.

Has a small family car (6 years old), which is used a lot because of the children.

Uses public transport to save costs (petrol, parking).



## Monday

Work

Household chores  
Television night

## Tuesday

Work

Zumba class with sister  
and a neighbour

## Wednesday

Day off  
Household chores

Walking and coffee with mother-in-law  
Visit beautician

Wine in neighbourhood pub with girlfriends

## Thursday

Work

Take children to sports

TV night

## Friday

Work

(Fixed) games night with neighbours

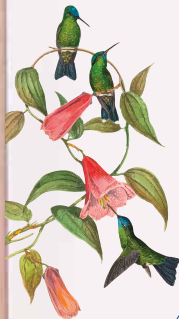
## Saturday

Grocery shopping and doing the laundry  
Son's birthday party: at the playground with friends

Attend an 80s/90s-themed party with friends,  
grandparents looking after the children

## Sunday

Daughter's sports match  
Visiting and eating with parents



## Hobbies

Spending time with family and friends, gardening, barbecuing, cooking, baking, going for walks, theme parks and travelling. As regards holidays, Socializers often prefer package holidays, beach holidays, city trips and cruises.



## Favourite international brands

Brands that are reliable, honest, cool, down-to-earth, easy to maintain and use, high quality and durable. Also brands that offer good value for money, that keep their promises and offer long warranties.



## Leisure time

Spending a lot of time with family and relatives, shopping at outlets, visiting amusement parks and playgrounds with the childrens, photo shoot via Groupon with girlfriends, enjoy going to the beautician, weekly Zumba class, walking the dog.



## Interesting/fun fact

Won a Meet & Greet with Bruce Springsteen at his concert. Proud of her wedding dress (same as a famous international singer)



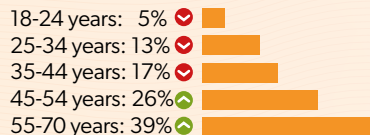






## Career

### Age



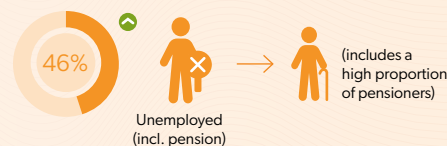
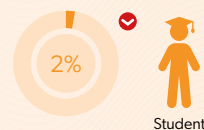
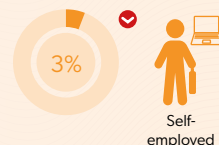
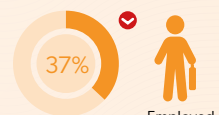
### Income



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



## Work



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

## Examples of professions



Line cook

Chemical dock worker

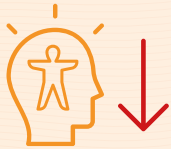
Administrative assistant

Primary school teacher

Medical secretary

Senior care worker

## 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 a limited role in Socializers' lives. Socializers score similar to the other segments regarding the value of feeling responsible for the environment. This segment also scores similar to the other segments on (environmentally) aware living.



### Environmental awareness

Trying to live in an environmentally aware way. Socializers are not so quick to adapt their behaviour to certain sustainability trends.

Socializers regularly discuss sustainability with others, more often than other segments. They also support petitions related to sustainability.



### Typical Socializers in relation to sustainability

-  The Netherlands is seen in a positive light when it comes to sustainability, mainly because it is clean (little waste on the streets) and because Dutch people cycle a lot.
-  Socializers recognise the importance of sustainability but make limited adjustments to their behaviour in their daily lives.
-  They often choose convenience and comfort as more important than sustainability.
-  On holidays, sustainability is not relevant and Socializers hardly think about it in relation to holidays, where enjoyment is central.



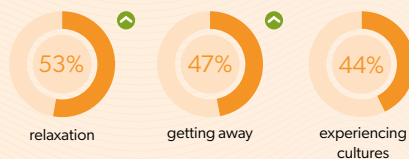


## Holiday behaviour in general and the Netherlands in particular

Like Conservatives, Socializers are not as fond of travelling as the rest of the segments. More than 7 in 10 Socializers have been on a holiday abroad in the past three years. Like the Creatives, the type of holidays consisted of beach holidays, city breaks, nature holidays, sightseeing visits and tours. Less popular holidays among the target group include cultural and business trips.

Compared to other segments, Socializers travel abroad less often, nevertheless more than 8 in 10 think the Netherlands is a suitable holiday destination. City trips, sightseeing visits, nature trips, cultural trips, beach holidays and active holidays are the most common types of holidays for which Socializers consider the Netherlands.

According to Socializers, 'experiencing cultures' (44%), 'getting away' (47%) and 'relaxation' (53%) are the main reasons for travelling to the Netherlands. Compared to the other segments, Socializers score significantly higher on 'relaxation' and 'getting away'. Socializers score 'experiencing cultures' much lower as motives for travel.



significantly higher than other segments  
 significantly lower than other segments



When going on holiday abroad, Socializers are particularly interested in the nature, sights and heritage of the destination. Socializers score high on the coast. In contrast, Socializers score low on nature, heritage, city life, wellness, architecture, music, art and design, and cycling compared to the other segments.

Many visits to the Dutch coast (Zeeland, South Holland coast).

Many visits to border areas (Zeeland, North Brabant, Limburg, Gelderland, Overijssel).

Stay mostly in holiday parks such as Roompot, Center Parcs, Landal Greenparks and sometimes in a hotel or via Airbnb.

Like to return to familiar places and accommodations.

Enjoy visiting amusement parks, zoos and playgrounds with their children.



## 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)

35%

25%

14%

14%



Long holiday  
(4 nights or more)

10%

14%

3%

3%



Not visited

58%

63%

84%

85%



For a short break in the Netherlands, Socializers mainly stay in a hotel/guesthouse followed by a holiday home (at a holiday park) or a bed & breakfast.



When on a long holiday in the Netherlands, both Belgians and Germans most often choose a holiday home at a park.

## Typical visit to the Netherlands

### Travel group

With the family Travel destination

### Travel destination

Maastricht and South Limburg

### Theme

Conviviality, spending time together

### Holiday needs

Relaxing, getting away from the hustle and bustle with young children

### Accommodation

EuroParcs Poort van Maastricht (Limburg)

### Activities

Drielandenpunten (Three Country Point), Valkenburg caves, casino, all-you-can-eat sushi, Café Sjiem, bike hire.

### Spending habits

Keep an eye out for offers but don't skimp on food and drinks.

### Behaviour

Socializers seek a combination of relaxation and conviviality and do not avoid crowds. They more often opt for certainty by looking for what is familiar (e.g. in terms of food). They adapt their behaviour to local customs and culture to a limited extent.



## Day trip to the Netherlands: activities

Day trips to the Netherlands take place almost entirely from Belgium and Germany. Day trips from the UK or France are an exception. Socializers from the German and Flemish border regions make regular day trips to the Netherlands. They like to go shopping in a city and possibly in an outlet mall and they do grocery shopping in the Netherlands. The coast is also a popular destination for Socializers. Finally, they enjoy visiting theme parks and zoos in the Netherlands with their families and relatives.



## Hand luggage





## Media use



### Social media

Facebook  
Whatsapp ✓  
YouTube ✓  
Instagram ✓

Socializers use social media less frequently than the other segments.

### TV

The top three main TV channels for Socializers.



**Belgium**

VTM ✓  
Vier ✓  
EEN ✓



**Germany**

RTL ✓  
ARD/ ZDF  
ProSieben



**UK**

BBC1 ✓  
iTV ✓  
Channel4



**France**

TF1 ✓  
M6 ✓  
France2



**USA**

ABC ✓  
CBS/ NBC ✓  
A&E/USA

✓ 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 Socializers in the respective country.



**Belgium**

Het Laatste Nieuws ✓  
Het Nieuwsblad ✓  
Het belang van Limburg ✓



**Germany**

Local news-paper ✓  
Bild  
Die Tageszeitung



**UK**

The Sun ✓  
Daily Mail  
Local news-paper/Daily Mirror



**France**

Local news-paper ✓  
20 minutes ✓  
L'Équipe ✓



**USA**

Local news-paper ✓  
USA Today  
Wall Street Journal,  
Washington post, Daily news, the New York times

✓ significantly higher than other segments

✓ significantly lower than other segments



## Do's and Don'ts and communication style

### Do's



Socializers like guarantees, let them know they can change their decision.

You can overcome resistance from Socializers by clearly stating difficulties and getting straight to the point.

Socializers do not care if others have made the same choice before.

## Don'ts



Socializers are not responsive to attractive people in promotion/communications.

Not responsive to including people with any kind of authority into the promotion/communications.

### Communication style



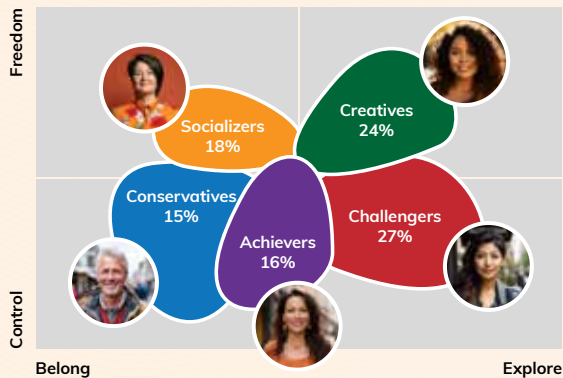
The communication style should convince people that there is nothing to lose and only something to gain. Offer guarantees for reversing decisions and add humour for levity.

## 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.



 GLOCALITIES

## Colophon

### Content

Glocalities / Netherlands Board of Tourism & Conventions (NBTC)

### Design

Pressure Line, Rotterdam

### Images

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.

### Contact details

Netherlands Board of Tourism & Conventions  
Prinses Catharina-Amaliastraat 5  
2496 XD The Hague

P.O. Box 63470  
2502 JL The Hague

Phonenumber: +31 (0)70 370 5705

[www.nbtc.nl](http://www.nbtc.nl)  
[www.holland.com](http://www.holland.com)

