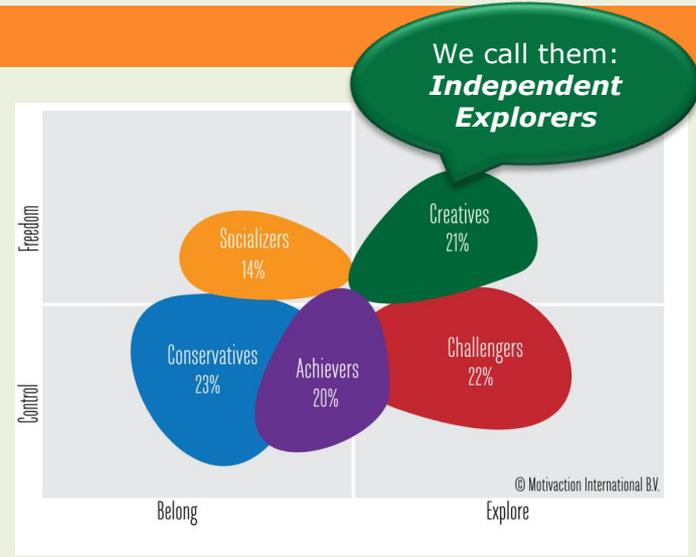
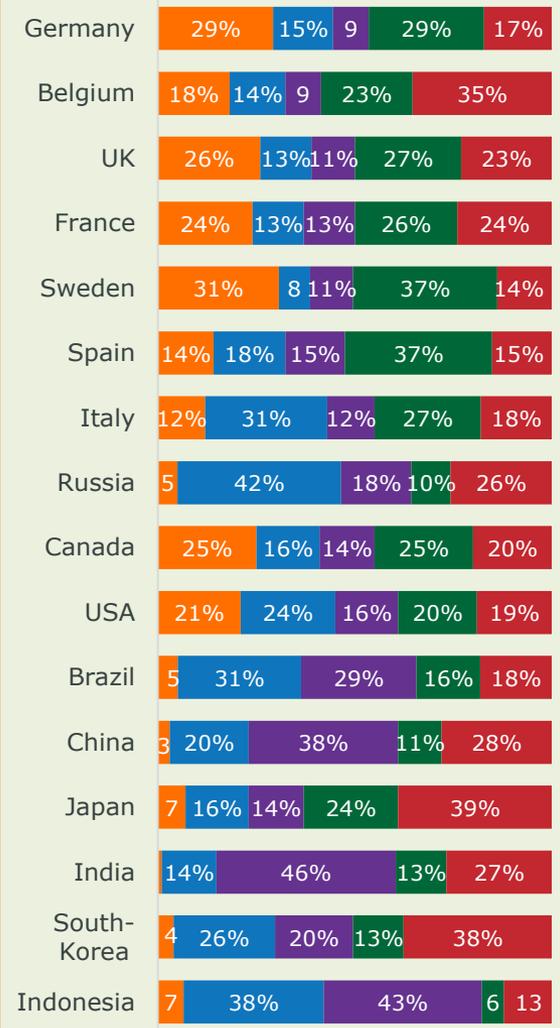


Glocalities Model*

Motivaction International developed the Glocalities model. This model is based on two fundamental dimensions which are highly explanatory for value differences between consumer segments. **Psychological dimension** (*horizontal axis*): shows whether people are focused on a sense of belonging and familiarity or whether they are more exploration and change-oriented. **Sociological dimension** (*vertical axis*): shows whether people are more focused on control and obedience or whether they are more oriented towards the freedom to make individual choices. The Glocalities analysis results in five international target groups.



Size of the Glocalities segments per country



Socializers
Sociability seekers who love entertainment, freedom and family values.

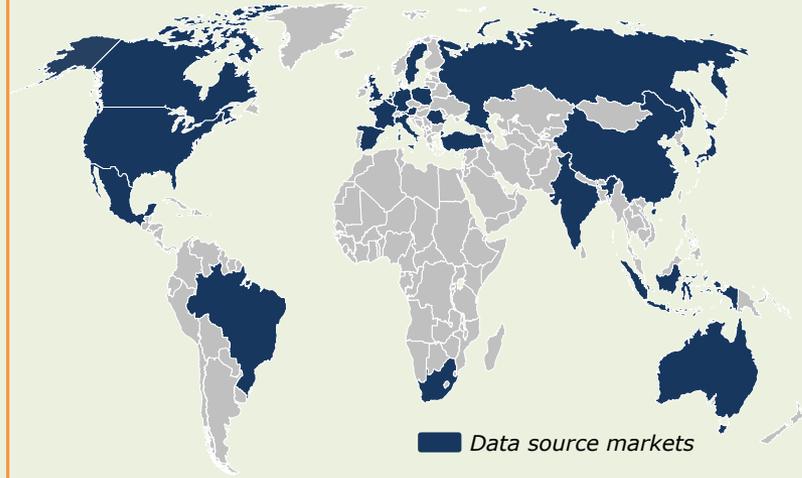
Conservatives
Family-oriented people who value traditions, etiquette and organized life.

Achievers
Entrepreneurial networkers who focus on family and community life.

Creatives
Open-minded idealists who adhere to self-development and culture.

Challengers
Competitive careerists, fascinated by money, taking risks and adventure.

The global model is based on data collection in these 24 (dark blue) countries



The results presented in this factsheet are average results for the Independent Explorers in these 24 countries, which makes it a global description of this target group.

* More information on the Glocalities model can be found on: www.glocalities.com.

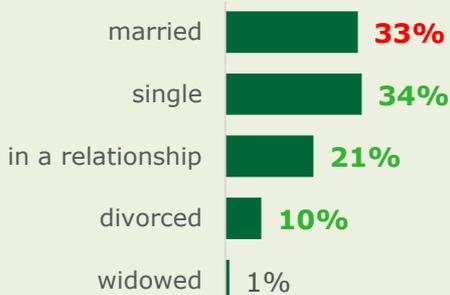


Independent Explorers – socio demographics - global

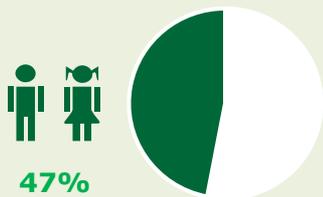
Age



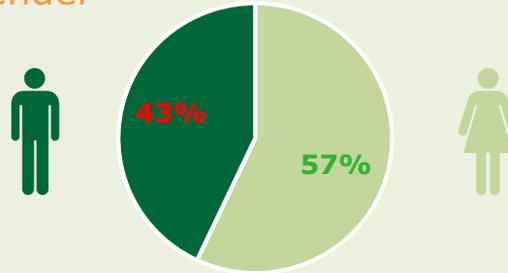
Material Status



Children



Gender

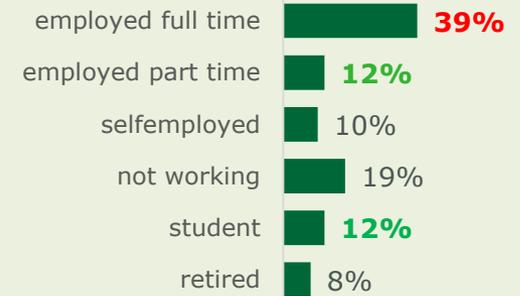


Independent Explorers are more often female and above average highly educated. Although more than half is in a relationship, the percentage of singles is relatively large.

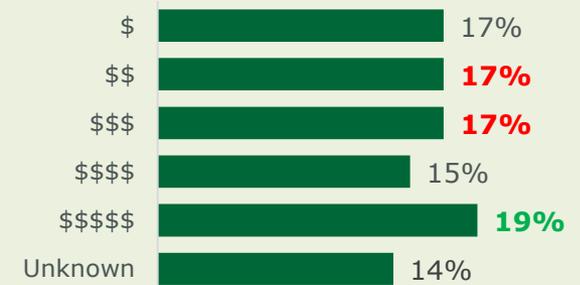


Green: represents significantly higher than average (worldwide)
 Red: represents significantly lower than average (worldwide)

Work



Income



Education



* The Independent Explorers segment is based on the Creative segment of the Glocalities model..

Independent Explorers - general characteristics - global

Life Style & Values

These **global citizens** like to expand their horizon and feel free. **Personal development** and **experience new things** are important and they love **art and culture**. Independent explorers want to make the world a better place and are **concerned about global issues** like global warming. Life is not only about work but also **free time for mental recharge** and attention for human relations.

Media use

Always connected with relatives and friends through social media.

Highest scoring



Facebook 73%



YouTube 45%



Whatsapp 37%



Distinguishing values

Relatively **MORE** important:

Imaginative Curious
Idealism **+** Adventurous
Equality

Relatively **LESS** important:

Wealth Successful
Traditional **-** Safety
Orderly



* The Independent Explorers segment is based on the Creative segment of the Glocalities model.

Independent explorers - Travel characteristics

What's in my travel bag?



Travel motivation

Authenticity and personal enrichment is what their vacation is all about. Traveling is part of their own personal development and they want to discover as much of the world as possible. Independent explorers are **collectors of memories** and want to delve in **local culture**, away from mass tourism. They like to **explore new unknown places** but don't want to feel like a tourist. They see themselves as **temporary inhabitants**.

Why Holland?

"The Netherlands is a tolerant, open-minded and informal country, which can be discovered easy and safe (on your own)."

"Holland offers a great diversity of (cultural) attractions on short distance from each other. There are unique art museums and there is interesting (fashion) design and architecture."

Travel behaviour & needs

-  They travel abroad more often than average.
-  They do not necessarily need to travel with others, as they are open to meeting new people.
-  They are interested in eating typical (local) food and unique places to visit and to stay.
-  City trips are popular with their broad offer of museums, art galleries, music (festivals), restaurants and bars.
-  When it comes to nature they also want a unique experience.
-  They are less geared towards luxury and comfort, using public transportation is fine to them.
-  They use collaborative platforms like Airbnb more often. This gives them the opportunity to live like a local.

Media & travel

- Online channels are important for travel orientation and booking but also for sharing experiences. Especially photo and video sharing sites like Instagram, YouTube and Pinterest are popular.
- Travel blogging and influencers are important sources of information, as well as travel websites and travel shows on tv.

