

NETHERLANDS BOARD OF
TOURISM & CONVENTIONS

PASSPORT



ALEX

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TOURISM & CONVENTIONS

PASSPORT

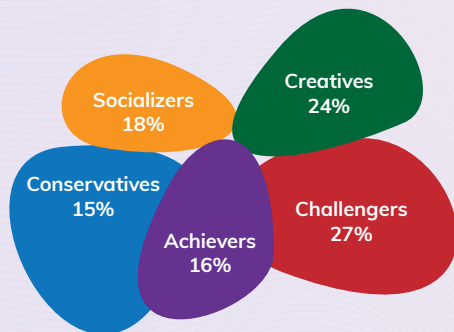


ACHIEVERS

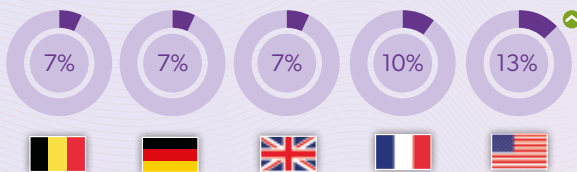
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General information Achievers

Size of segments worldwide



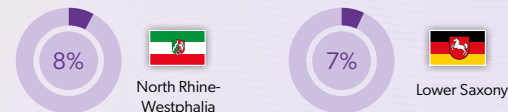
Size of Achievers by country (of the five main core markets)



Almost 1 in 10 residents in the five core markets belong to the Achievers target group. This is a relatively small group compared to the other segments. The United States has the highest proportion of Achievers (13%). France also has a relatively large proportion of Achievers.

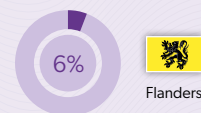
- 📈 significantly higher than other segments
- 📉 significantly lower than other segments

Focus areas in Germany



In the German regions of North Rhine-Westphalia (8%) and Lower Saxony (7%), the proportion is similar to the national average in Germany (7%).

Focus area in Belgium



The proportion of Achievers in Flanders is significantly lower (6%) compared to the national average in Belgium (7%).

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.



Alex

Name

Alex

Gender

Female

Age

45

Place of birth

Big city

Residence

In the countryside, but not far from a big city; in a modern furnished, converted farmhouse.

Marital status

Married

Children

1 child (14 years old)

Household composition

Married (to Jack), family with 1 child

Education & profession

A university business degree abroad; joined an international bank via an internship; switched to self-employment after 17 years; working as a successful organisational consultant.

Special life event(s)

Divorce of her parents; starting own business.

Place of residence, home and transport

Has a converted farmhouse, where she and her husband did a lot of the renovation.

The farmhouse is also the location of her home-based workplace.

Has a holiday home in the countryside.

Both spouses have their own car, which they use a lot (one petrol and one electric).



Monday

Pilates

Work

Lunch date with father in town

Evening: preparing charity event

Tuesday

Working at a remote location

Dinner with a client's team

Wednesday

Pilates

Work

Evening: help daughter with school assignment

Thursday

Visit beautician and nail salon

Work

Playing padel with friends

Evening at home: cook, read, catch up with husband and daughter

Friday

Yoga class with a friend

Work

Pack suitcase for weekend away

Evening: flight to French Alps

Saturday

Ski weekend with girlfriends

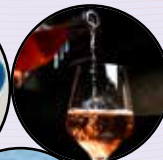
Sunday

Ski weekend with girlfriends

Evening: flight home

Hobbies

Physical exercise, especially fitness, running, basketball, (American) football, swimming, dancing and yoga. Achievers are on average more interested in physical games, cars, sporting events, nightclubs, fashion, theme parks and travel than the other segments.



Favourite international brands

Brands that are innovative, successful, reliable, sustainable (sustainably produced), honest, high-quality and trendy. Brands should also bring meaning to a consumer's life and respond to values important to Achievers.



Leisure time

Healthy eating and sports are important (skiing, padel, pilates). Reads (specialist) literature. Grows own fruit and vegetables. Helps her husband with his organic wine business.

Interesting/fun fact

Has a horse. Treats herself to a retreat at least once a year. An outing every year with the girls. Has her own charity. Used to be a ski instructor.

ACHIEVERS AND BOARDS NETS



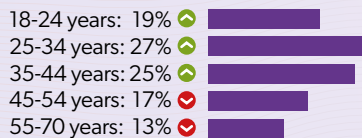
ACHIEVERS AND BOARDS NETS

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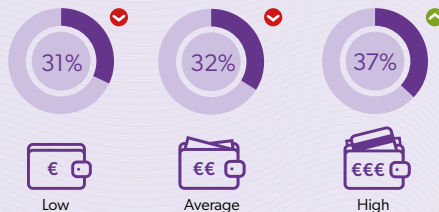


Career

Age



Income



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



Work



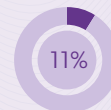
Employed full-time



Employed part-time



Self-employed



Student



Unemployed (incl. pension)



(includes a high proportion of pensioners)

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

Examples of professions



IT-projectmanager

HR Director

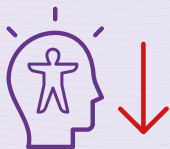
Automotive business manager

Controller

Software tester

Sales employee

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 Achievers' lives. Achievers do not change their behaviour due to certain trends related to sustainability.



Environmental awareness

Try to live in an environmentally aware way. Achievers do not adjust their behaviour towards (an environmentally) conscious life.

Sustainability is part of Achievers' values. For instance, Achievers feel more responsible for the environment compared to other segments. Although they make limited adjustments to their own behaviour, they are willing to pay extra for things such as carbon offset of air travel.



Typical Achievers in relation to sustainability

- + Do their bit by buying local (quality) products, pay attention to the origin of products.
- + Are willing to pay a little extra for sustainability (e.g. organic products, buying based on environmental impact).
- + Think about sustainability and climate issues and consider these somewhat important. They are aware of their own behaviour but find it difficult to adjust it.
- Find enjoying holidays and free time important and do not want to give up certain privileges (such as flying), but sometimes suffer from flight shame.

Perception of the Netherlands and the Dutch

Achievers consider the Dutch friendly and their scores match the other segments, except for the Challengers.

According to Achievers, the Dutch are also social, reliable and innovative; this is where this segment scores the highest.

Achievers also find the Dutch intelligent, with a score similar to Challengers and Creatives.

Moreover, the Dutch are seen as internationally oriented by the Achievers, although the Conservatives and Creatives score just slightly higher.



Achievers see the Netherlands as a country (with)



A lot of opportunities for a nice holiday.



Where they easily and often travel to for a day trip or a short break.



Good infrastructure, making travel to and within the Netherlands easy.



Good combination of options in terms of cities, culture, nature and coast.



A relaxed, creative atmosphere.



Friendly locals.





Holiday behaviour in general and the Netherlands in particular

Achievers travelled significantly more than the other target groups. Only 14% of this segment did not take a holiday abroad. Most Achievers choose beach holidays, city breaks, nature trips, sightseeing visits and cultural trips. This is almost identical to the Creatives and does not differ much from the other target groups.

Among Achievers, the percentage (94%) considering the Netherlands as a holiday destination is the highest. So Achievers find city trips, cultural trips, sightseeing visits, nature holidays, beach holidays and active holidays the most important types of holidays in the Netherlands. Cultural travel has a significantly higher score compared to the other segments.

According to Achievers, 'experiencing cultures' (53%), 'relaxation' (49%) and 'getting away' (38%) are the main reasons for travelling to the Netherlands.



-  significantly higher than other segments
-  significantly lower than other segments

HOLIDAY BEHAVIOUR IN GENERAL



HOLIDAY BEHAVIOUR IN THE NETHERLANDS



Achievers are primarily interested in nature, heritage and gastronomy when they go on holiday abroad. Achievers mainly have higher scores compared to the other segments on nature, city life, shopping, wellness, music and art and design.

Achievers frequently go on holidays with different groups, such as with the family, relatives or friends.

Choose different types of accommodation, especially higher-end hotels and Airbnb. They are willing to pay for quality.

Travel frequently within and outside Europe, want a diverse experience based on their broad interests; sports, culture, architecture, nature, beach, gastronomy, etc.

Also travel to visit friends/family abroad.

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



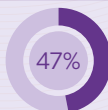
UK
London,
Southeast
England



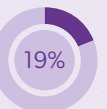
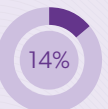
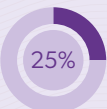
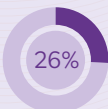
France
Île-de-France



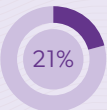
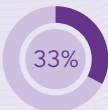
Short
break
(1-3 nights)



Long holiday
(4 nights or more)



Not visited



For a short break in the Netherlands, Achievers mainly stay in a hotel/guesthouse, followed by a holiday home at a holiday park. Privately rented accommodation is also very popular among the French and English.



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

Typical visit to the Netherlands

Travel group

Husband and daughter

Travel destination

Maastricht

Theme

Nature and cultural heritage

Holiday needs

Enjoying time together, relaxing, quality time and (luxury) shopping.

Accommodation

Kruissheren Hotel Maastricht

Activities

City walk, wine tasting, going out to lunch and dinner, visiting bookshops and fashion boutiques, boat trip on the Meuse, museum visit.

Spending habits

Pays for quality and great experiences. Willing to pay more for good food and drink. Limited attention to budget, enjoyment is the priority.

Behaviour

Achievers easily adapt their behaviour to local customs and culture and are flexible during their holidays.



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. Achievers regularly go to the Netherlands for a spontaneous day trip. Above all, they want to relax and enjoy themselves with their travel companions. They choose a variety of locations and cities in the Netherlands and often go with their immediate family or other family members.



Media use



Social media



Facebook 
 Whatsapp 
 Instagram 
 YouTube 
 TikTok 

TV

The top three main TV channels for Achievers.



 Belgium	 Germany	 UK	 France	 USA
VTM	ProSieben 	BBC1 	TF1 	HBO 
EEN 	ZDF	Channel4	M6	Discovery 
Canvas	RTL	Sky Sports 	France2	ABC

















 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 Achievers in the respective country.

 Belgium	 Germany	 UK	 France	 USA
Het Laatste Nieuws  Metro  Gazet van Antwerpen	Local newspaper  Bild  Der Spiegel 	The Guardian  Daily Mail The Sun	Le Monde  L'Équipe Le Figaro 	The New York Times  New York Post  The Wall Street Journal 

 significantly higher than other segments
 significantly lower than other segments



Do's and Don'ts and communication style

Do's



Achievers like to look at things in a different way, presenting multiple options works well.

Achievers like a well-thought-out, step-by-step plan that helps them achieve their goals.

Using attractive people in communications appeals to this group.

Don'ts



The mindset of 'nothing to lose' does not appeal to this group. They are looking for certainty.

Be cautious about transparency relating to alternative options that seem idealistic. Offer a clear, concrete path.

Communication style



Achievers are convinced by social proof and like to stick to previous decisions. Achievers are sensitive to authority and scarcity.

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NOTES

Lined area for taking 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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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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