

China persona – Glocalities model

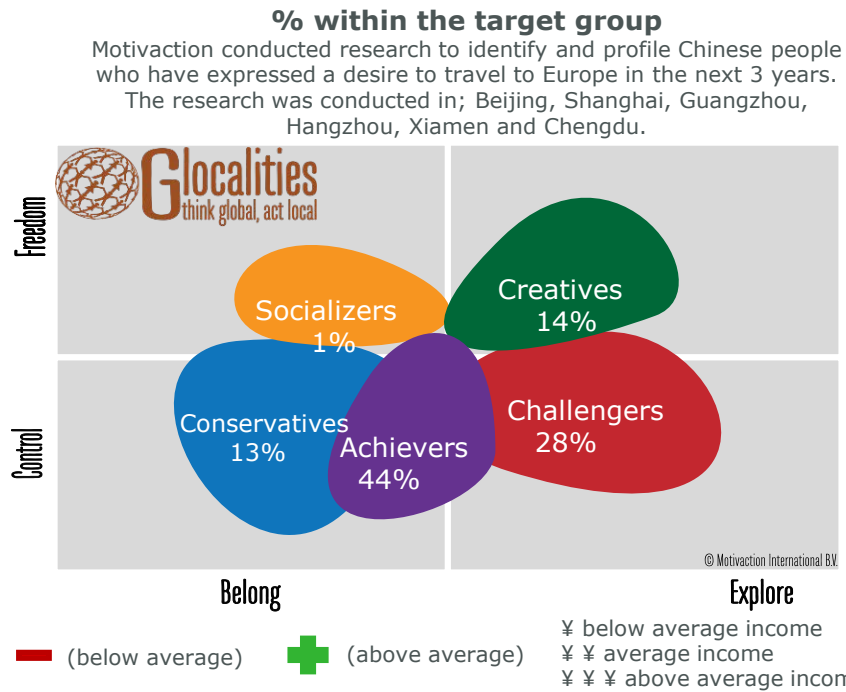
Glocalities Model

Motivaction International developed the Glocalities model. This model is based on two fundamental dimensions which are highly explanatory for value differences between consumer segments. On the horizontal axis one finds the *psychological dimension*. This shows whether people are focused on a sense of belonging and familiarity or whether they are more exploration and change-oriented. On the vertical axis we find the *sociological dimension*. This dimension shows whether people are more focused on control and obedience or whether they are more oriented towards the freedom to make individual choices.

Socializers (1%)
 Income: ¥ Intention to visit Europe: —
 Characteristics: family, entertainment, financial security, traditional values, freedom

Conservatives (13%)
 Income: ¥ Intention to visit Europe: —
 Characteristics:
 • economical, cautious and safety seeking
 • prefer to travel in groups and with family
 • patriarchy, organised, commitment, traditions, family
 Interested in:
 • famous countries with cultural heritage and highlights, prefer to travel in a group

Achievers (44%) (#1 most important segment)
 Income: ¥ ¥ ¥ Intention to visit Europe: +
 Holland high in evoked set when thinking about travel to EU
 Most of them have experience with Europe
 Characteristics:
 • want to get the most out of their journey,
 • are well informed before travelling
 • goal oriented, helping others, networking, culture, status, family
 Interested in:
 • fully arranged holidays, must sees, culture and cultural heritage

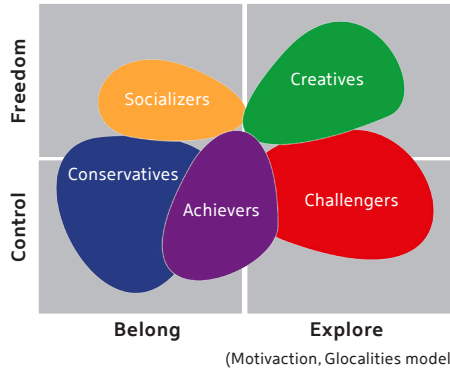


Creatives (14%) (#2 most important segment)
 Income: ¥ ¥ ¥ Intention to visit Europe: +
 Holland in evoked set when thinking about travel to EU
 Most of them have experience with Europe
 Characteristics:
 • higher interest in individual travel
 • open minded, real explorers, like to cross boundaries, cosmopolitan, self expression, social commitment, art & culture
 Interested in: highlights, hidden treasures, small events, meeting people from different cultures, smaller or less known countries in Europe

Challengers (28%) (#3 most important segment)
 Income: ¥ ¥ Intention to visit Europe: average
 Holland lower in evoked set, focus more on well known EU destination
 Characteristics:
 • want to enjoy their vacation after having worked hard for it
 • spending money, career, thrill seeking, having fun, improving status
 Interested in:
 • shopping (luxury brands), nightlife, must-sees, visit sporting events
 • less likely to visit museum, historical buildings, nature

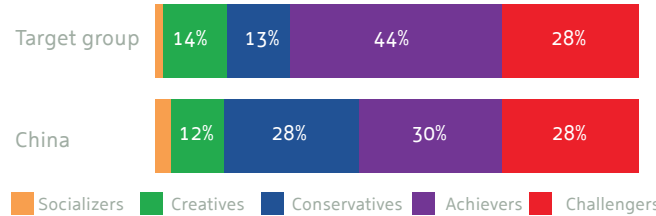


SEGMENTATION MODEL: GLOCALITIES



TOTAL TARGET GROUP; approximately 41 million

Inhabitants (18-65 years) of the city regions (Beijing, Guangzhou, Hangzhou, Xiamen and Chengdu) who have the intention and resources to travel to Europe.



CREATIVES;

14% of target group = ca. 5.7 million people

- » Cosmopolitan
- » Open mind
- » Self Expression
- » Social Commitment

PLEASE MEET: DING YI

Age 32
Lives With his parents
Work Website designer by a healthy food company. Enjoys getting challenged on a creative level. Flexible work hours, good work-life balance is important. Also earns some extra money driving his car for Kuaidi (an Uber-like taxi service).
Social Doesn't spend a lot of time with his parents, although he lives with them. Finds his friends very important and therefore he goes out with them a lot.
Free time Has many interests. At the moment extreme sports, photography. Active on social media and in various interest groups for LAN-parties and movie marathons.
Favourites Classic movies such as Pulp fiction. Designer Paul Smith, Vitamin water, DJ Hardwell, local (art)festivals, pop-up stores. Quite western oriented and loves to know how products are made, what their origin is. Favours products that show good craftsmanship and which are authentic, but have modern look and feel (design).



HOLIDAYS IN GENERAL

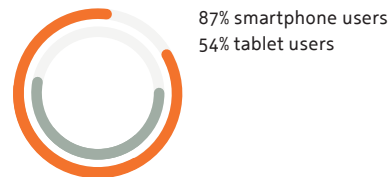
- Accommodation:** mostly choose 3/4 star hotel, strong preference for 5-star hotels or higher.
- Period:** prefer May and September to visit Europe more than other segments (especially September)
- More likely:**
 - visit sport events
 - do sport activities
 - discovering hidden treasures
 - visit cultural events
 - meet people of other cultures
- Less likely:**
 - visit natur/nature reserves or parks
 - visit seaside beaches

INFORMATION SOURCES FOR TRAVELLING / HOLIDAYS

- Top 5:**
1. Internet 80%
 2. Friends and family 53%
 3. Social media 51%
 4. Travel guides/books 47%
 5. Travel programs on TV 43%
- Travel brochures and folders 43%

- Top 5 Websites:**
1. Website only intermediaries 78%
 2. Search engines 62%
 3. Websites of travel agents/touroperators 56%
 4. Online travel logs (above average) 48%
 5. Website of attractions, events, museums 40%

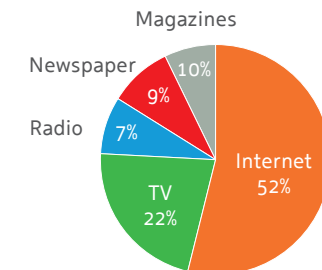
MEDIA USAGE



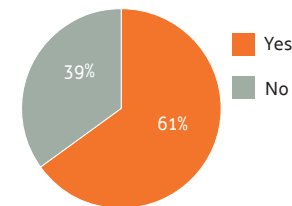
Top 3 social media networks*:

- QQ 64%
- Weibo 60%
- Baidu 55% * WeChat is not included in the figures.

MEDIA USAGE PER WEEK
52 hour media usage



TRAVELED TO EUROPE
Above average:



TRAVEL NEEDS

- More than others....**
- Likes to explore new unknown places
 - Meeting other people from other cultures
 - Like to visit the trendiest bar/ cafes in unknown cities



ITINERARY

If Ding Yi visits Holland he would probably go with friends. He takes his time to indulge and to really dive into the daily local life. He likes to taste local food, but atmosphere is more important than the food itself. Meeting other tourists and local people is a nice extra.



Sights

Day 1: Rotterdam
Make a bike-ride around Kinderdijk in the morning, spot some windmills from the ferry and enjoy the landscape. In the afternoon visit Hotel New York and stay at the terrace for some wine and snacks looking over the water and spotting different types of boats.

Day 2: Amsterdam
Visit museum square with its modern museums, a local beer brewery next to a windmill, try a 'bitterbal', take the ferry to Eye museum and enjoy the architecture.

Flower fields Take a quick de-tour by train to make some nice pictures of the stunning tulips.

Day 3: Shopping
Shop at 'De negen straatjes' in Amsterdam because it's so cute and different, but also score some good-priced medium brands in outlet shopping mall Batavia Stad.

Giethoorn After a shop till you drop sessions at Batavia Stad, spend a day at hear-say hot-spot Giethoorn exploring it by boat.

Day 4: Maastricht
Love the different vibe of this city exploring it by foot. Enjoy one of the many terraces, watch people walk by and enjoy local delicacies.

TRAVELBAG



ATTRACTIVE ASPECTS OF HOLLAND COMPARED TO OTHER EUROPEAN COUNTRIES

- » Nature and fresh air (36%)
- » The variety of activities (29%)
- » Arts and culture (23%)
- » Landscape (21%)
- » Family friendly (17%)



WHAT TO VISIT IN HOLLAND

- Top 5**
- » Typical Dutch cities (57%)
 - » Nature reserves/parks (53%)
 - » Windmill/Zaanse Schans (51%)
 - » Flower attractions/tulip fields (50%)
 - » Van Gogh museum (49%)

HOLIDAY TYPE IN THE NETHERLANDS

