

China persona – Glocalities model

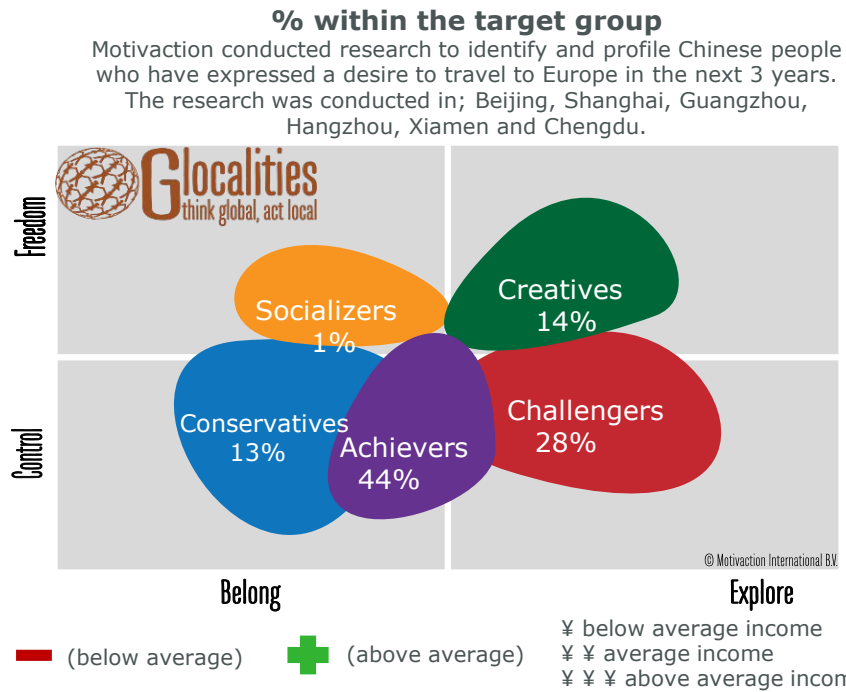
Glocalities Model

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

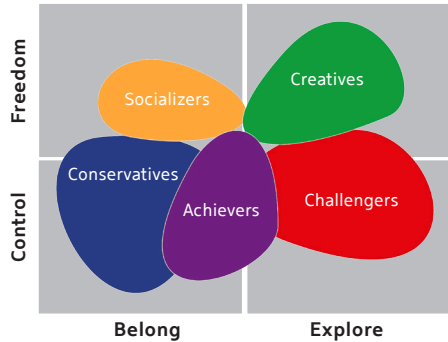


Creatives (14%) (#2 most important segment)
 Income: ¥ ¥ ¥ Intention to visit Europe: +
 Holland in evoked set when thinking about travel to EU
 Most of them have experience with Europe
 Characteristics:
 • higher interest in individual travel
 • open minded, real explorers, like to cross boundaries, 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



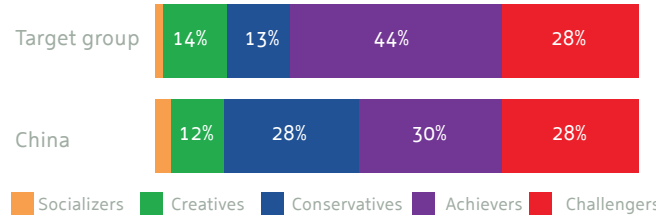
SEGMENTATION MODEL: GLOCALITIES



(Motivation, Glocalities model)

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.



ACHIEVERS;

44% of target group = ca. 18 million people

- » Goal oriented
- » Helping others
- » Networking
- » Culture
- » Status
- » Family

PLEASE MEET ZHANG XIANG

Age 38
Lives Three bedroom apartment. Married, lives with wife, child and in-laws.
Work Fulfils a middle management function at a large company. Officially he work 40 hours, in reality it's 50 hours (also in the evenings). But he doesn't mind because working plays an important role in his life. Without it he would feel useless. There's no clear line between work and private time.
Social Family is really important. They help out with taking care of his son. Private time is also spend a lot together. The whole family go on holiday together. Everything for the parents is being paid. It's the way of showing gratitude towards them and they are part of the daily life. All friends do this for their parents.
Free time Studying is the main activity in his spare time. Eating out or outings with the extended family on a regular basis. Loves sports like golf, and special interest activities.
Favourites Loyal on functionalities instead of brands. Prefers high quality European brands for fashion. Has a special interest in antiques collections and thinks diamonds are a good investment.



HOLIDAYS IN GENERAL



Accommodation:
 Mostly choose 3/4 star hotel, less preference for Bed & Breakfast



Period:
 Prefer May, July and October to visit Europe, more than other segments October and July.



More likely:

- to visit the highlights/must sees of city/country
- visit historical buildings
- visit nature reserves or parks
- get an insight in the local daily life/local connection



Less likely:

- do sport activities (like hiking, cycling canoeing)
- experience nightlife (bar, discotheques, clubs)
- visit small markets

INFORMATION SOURCES FOR TRAVELLING / HOLIDAYS

- Top 5:**
1. Internet (86%)
 2. Friends and family (64%)
 3. Travel guides (56%)
 4. Travel brochures and folders (56%)
 5. Travel program on tv (51%)
 - Social media (51%)

- Top 5 Websites:**
1. Website of online intermediaries (81%)
 2. Search engines (67%)
 3. Websites of travel agents/touroperators (62%)
 4. Online travel logs (42%)
 - Websites with online videos on travel (42%)

MEDIA USAGE

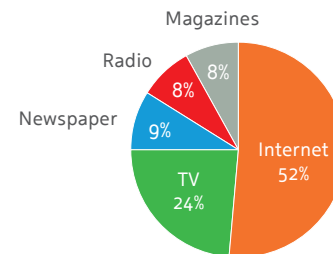


91% smartphone users
 66% tablet users

Top 3 social media networks*:

- QQ 68%
- Weibo 62%
- Baidu 60% * WeChat is not included in the figures.

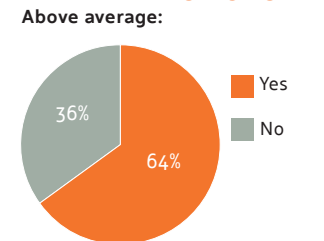
MEDIA USAGE PER WEEK
 45 hour media usage



TRAVEL NEEDS

- More than others...**
- They want to be indulged on holiday (good food & drinks, real enjoyment)
 - Meeting other people from other cultures
 - Like to be entertained on holiday
 - Important to visit all places of interest when visiting an unknown country on holiday
 - Like to buy souvenirs/gifts in all countries I visit
 - Like to visit the trendiest bar/cafes in unknown city
 - Gain more knowledge of the history and culture of that country
 - They want to see, experience and visit as much as they can in that short period of time
 - They plan everything upfront so they know exactly what they will do and when

TRAVELED TO EUROPE



ITINERARY

If Mr. Zhang Xiang visits Holland he would go for a short stay of approximately 2 days, as part of a Europe-trip of 7 days. Mr. Zhang Xiang would travel in a small group of family and/or with another family he knows well. Mr. Zhang Xiang likes to visit the highlights of the Netherlands and let the visit be as efficient as possible, of course he is well prepared and he knows the must sees. He likes to taste the local cuisine, but he does not want to spend too much time on long dinners (max. 1,5 hours) because there are more activities planned after dinner.



Sights

- Day 1**
Amsterdam
Flower Fields
Royal Delft
Day 2
Shopping
The Hague
Dutch lifestyle
- A canal tour, the Van Gogh Museum, the Rijksmuseum and a short visit to the Zaanse Schans where he and his family can enjoy a guided tour.
- De Keukenhof and on the way there he likes to enjoy some of the authentic Dutch landscapes and the natural scenery. A visit to an authentic small village such as Volendam, Edam or Giethoorn.
- Bring home some typical Dutch souvenirs for friends and family such as porcelain, do a workshop at Royal Delft.
- Free time for some shopping. This can be everywhere but Mr. Zhang Xiang likes to shop for leading brands at good value. Roermond as well as the Bijenkorf and the PC Hooft Straat in Amsterdam are a must.
- A short stop in the Hague and Scheveningen to try some local fish and make a photo stop at the Peace Palace and the Parliament buildings.
- Try some of the local Dutch lifestyle: go cycling, go boating or sailing with his own group (private guided tours).

TRAVELBAG



ATTRACTIVE ASPECTS OF HOLLAND COMPARED TO OTHER EUROPEAN COUNTRIES

- » Nature and fresh air (42%)
- » Variety of activities/attractions (33%)
- » Cultural heritage (18%)
- » History of the Netherlands (18%)
- » Arts and culture (17%)
- » The people (17%)



WHAT TO VISIT IN HOLLAND

- Top 5**
- » Flower attractions/ tulip fields (64%)
 - » Typical Dutch cities (54%)
 - » The nature reserves/parks/the greens (53%)
 - » The windmills/ Zaanse schans (51%)
 - » Sea-side/beaches (50%)

HOLIDAY TYPE IN THE NETHERLANDS

