



EUROPARC
Conference 2023

TRIBUTE TO OUR LANDSCAPE

Leeuwarden | The Netherlands | 3-6 October 2023

WHERE NATURE AND PEOPLE MEET IN HARMONY



LIFESTYLE SEGMENTATION TOOL

'LEEFSTIJLVINDER'

EUROPARC CONFERENCE 2023

Anneke van Mispelaar, Bureau BUITEN

Harmoniezoekers

"Als het maar gezellig is."

Rustzoekers

"Ik blijf liever dicht bij huis, dan dat ik ver weg ga."

Avontuurzoekers

"Ik ontdek liever iets nieuws, dan dat ik de massa achterna loop."

Bezoekers

"Ik houd van plekken waar veel gebeurt."

Werkzoekers

"Ik trek graag mijn eigen plan."

Stijlzoekers

"Work hard, play hard."

Verbindingzoekers

"Ik zoek een gemoedelijke, knusse sfeer."

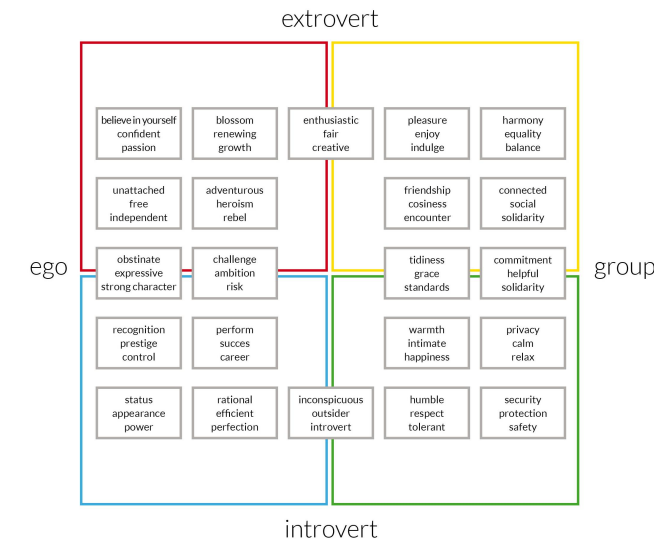
Content

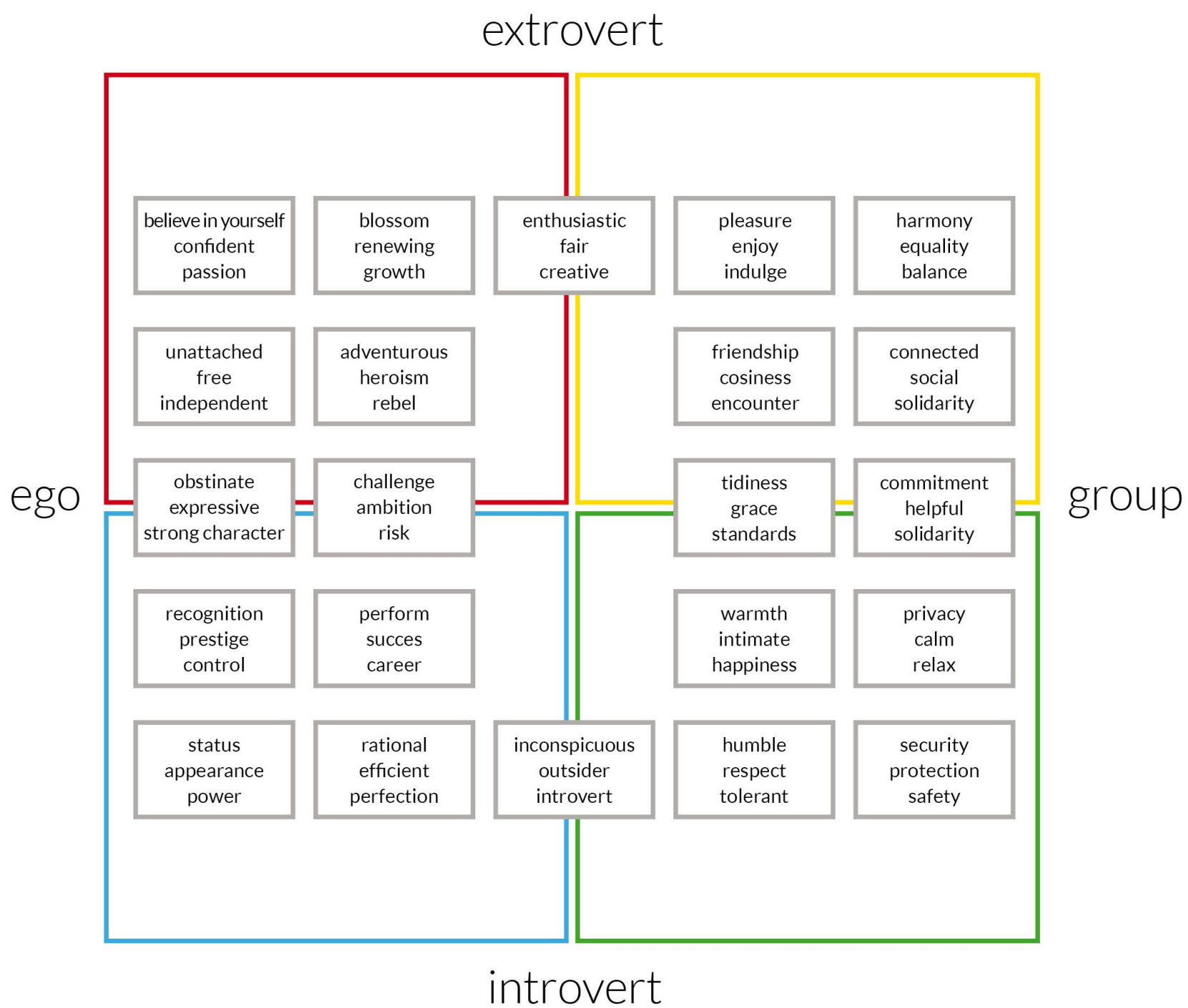
1. BSR model
2. “Leefstijlvinder”: segmentation tool for free time or holiday
3. The 7 lifestyles



1. BSR-Model: the standard for lifestyle segmentation

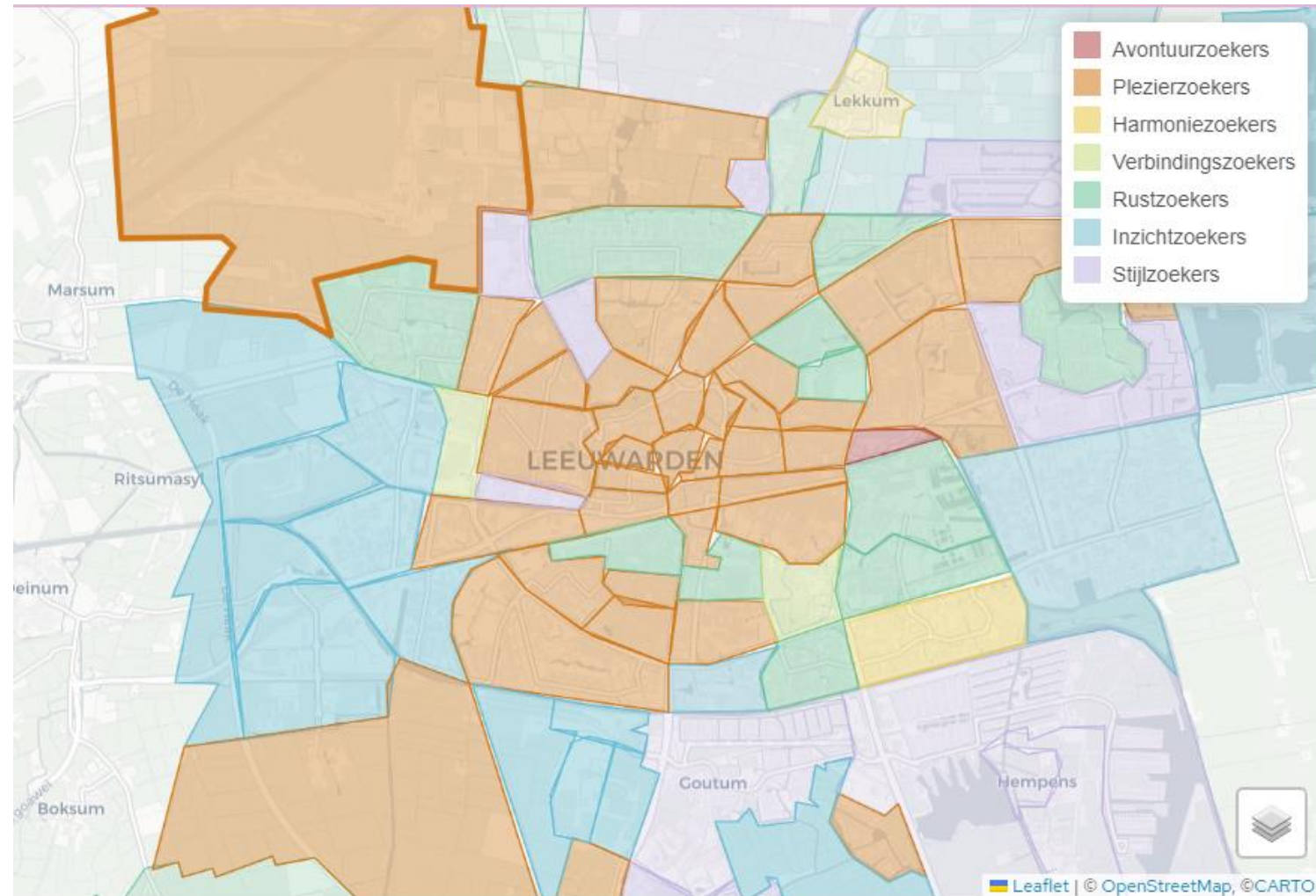
- Brand Strategy Research
- Standard for psychographic and sociological lifestyle segmentation in the Netherlands.
- People are segmented into different lifestyles, based on four colors/archetype combinations.
- The sociological axis: from 'ego' to 'group'.
- The psychological axis: from 'extrovert' to 'introvert'.
- Four main 'lifestyles': yellow (harmony), green (safety), blue (control) and red (freedom).
- Used for real estate development, retail, climate awareness, attitude towards use of drinking water, ... etc.





2. BSR-Model: the standard for lifestyle segmentation

- The geo-psychographic database (SmartGIS) with national coverage gives insight into the lifestyle of all Dutch households.



2. Lifestyle segmentation tool 'Leefstijlvinder'

- The 7 lifestyles show what people look for or value in their free time or on holiday.
- A collaboration between provinces and MarketResponse.
- In depth research available on:
 - Visiting nature and green recreation areas
 - Culture and heritage
 - Sustainable tourism (in the making)

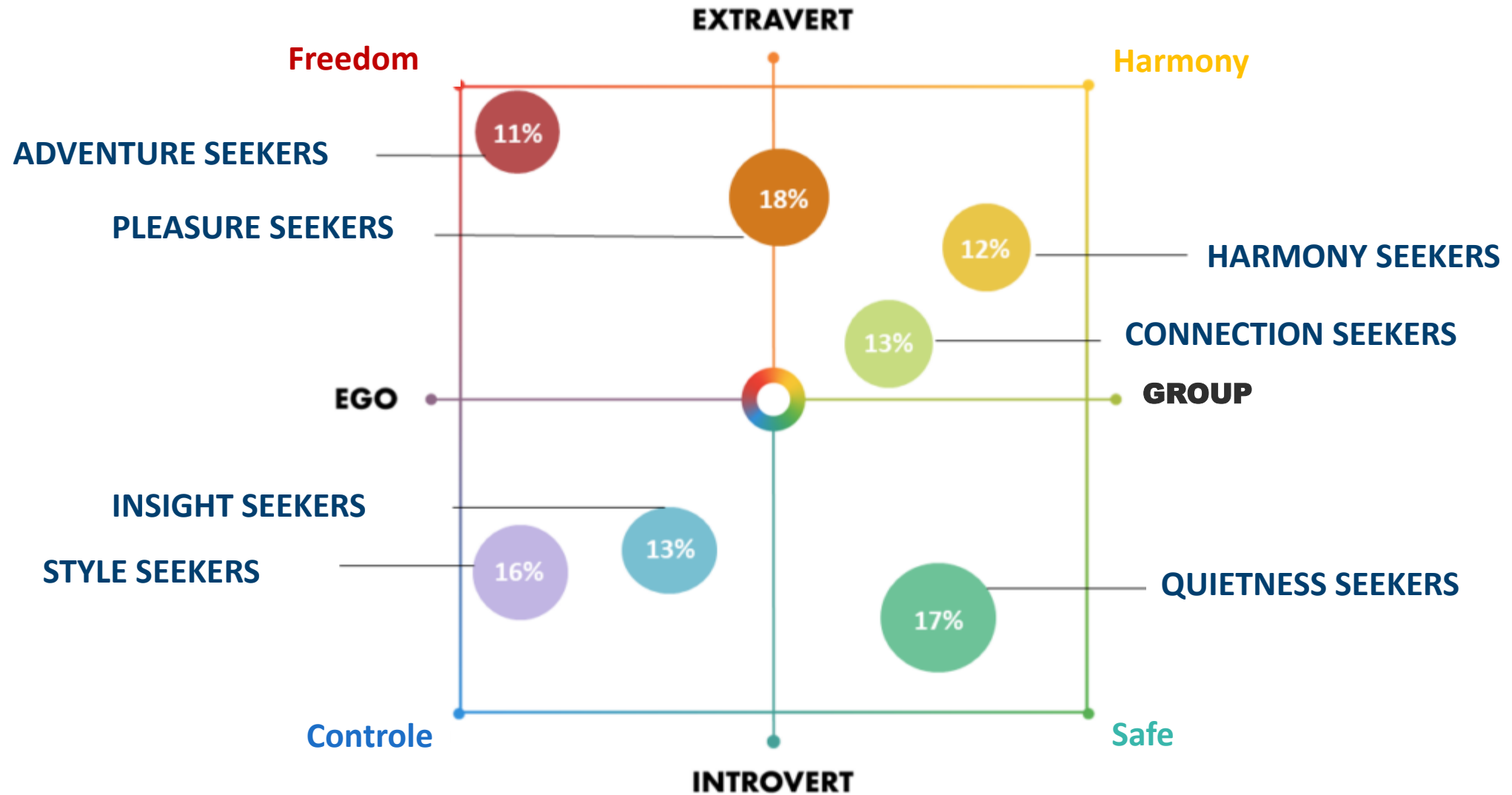


2. Why do we use this lifestyle segmentation tool?

- Everyone who recreates has different preferences, we can use this tool to guide recreationists.
- Instead of traditional segmentation (“we focus on elderly/families/couples”)
- A tool to think more target-group oriented.
- The right recreationist in the right location: enjoying green and nature without experiencing or causing hinder.



The 7 lifestyles



Adventure seeker

Who are they?

- Creative, stubborn, interested in others
- Entrepreneurial
- Enjoy doing their own thing
- Don't mind being alone

What does leisure mean to them?

- Self development, experiencing new things, being creative
- Cultural activities, workshops, volunteer work
- Outside: outdoor adventure, hiking, beach etc.

Nature

- Everything besides functional forests. *Extensive and unspoilt areas, wilderness.*
- Experiencing adventures, discovering new places.
- Wilderness and no/unpaved trails.
- Themed routes, organised outdoor activities, cultural activities.
- Too many facilities is unattractive.

Demographics

- Often
 - Young, under 19
 - Single



Pleasure seeker

Who are they?

- Spontaneous, cheerful and pleasant
- Challenge, uniqueness and success in life
- Preferably with people around them

What does leisure mean to them?

- Doing fun activities together
- Visiting a festival or event, parties, amusement park, cinema, escape room

Nature

- Neutral. Open agricultural landscapes less attractive.
- Time in nature is time for fun with friends and family
- Discovering new places, experiencing adventures
- In combination with restaurants
- Hiking: paved or unpaved. Cycling: preferably not on wide or paved paths.
- Sports, water recreation.
- Preferably lots of facilities.

Demographics

- Often young, between 18 and 35
- Or families with children



Harmony seeker

Who are they?

- Kind, friendly people, interested in others.
- Time for family, friends and acquaintances.

What does leisure mean to them?

- Being together with family and friends.
- Shopping, swimming, zoo.
- Something to do for everyone.

Nature

- More appreciation for open agricultural landscapes, less appreciation for rivers and hilly landscapes. Well maintained nature.
- Wide paved paths where no cars drive.
- Taking a break, and spending time with friends/family.
- Enjoy cycling, short walks.
- Value basic facilities. Less need for swimming spots, climbing parks etc.

Demographics

- Often women
- Often aged 35-54 in households with children up to 12 years old.



Connection seeker

Who are they?

- Helpful, balanced people, interested in others.

What does leisure mean to them?

- Using time effectively.
- Using time to help others, through volunteer work or association.
- Interest in culture.
- Time for friends and family.

Nature

- Natural forest and heathland. Also rivers and floodplains, cultural landscape, village landscape, peat meadow area and open agricultural landscape.
- Often goes into nature
- Enjoys hiking, cycling, unpaved paths
- Enjoy nature, fresh air
- Bird watching, nature play forest, peaceful water recreation.
- Presence of routes is pleasant but not necessary.

Demographics

- Often 55 years and older
- Many empty nesters



Quietness seeker

Who are they?

- Calm, thoughtful, helpful and gentle.
- Peace and consistency, familiar environment.

What does leisure mean to them?

- Unwind.
- Not far away, no new things or many other people.
- Enjoying peace, quiet and the little things.

Nature

- Healthland and natural forest.
- Back to familiar nature.
- Paved wide roads without cars.
- Short walks, cycling.
- Paved roads without cars.
- Experiencing peace, quiet, preferably close to home.
- Benches, observation hut.
- Don't care for many facilities.

Demographics

- Often older than 45.



Insight seeker

Who are they?

- Thoughtful, serious and intelligent people
- Peace, space and freedom.
- Love information.

What does leisure mean to them?

- Time for self development
- Doing useful things, learning.
- Avoiding busy places and large groups.

Nature

- Healthland, swamp or water nature, rivers and floodplains, peat meadow areas, natural forest, hilly landscape, dunes, sea and beach.
- Don't need organised activities or many amenities.
- Real hikers: semi-paved or unpaved. Cycling: wide paved paths without cars.
- Quietness and relaxation, clear your head and avoid crowds.
- Nice places to experience nature: visitor center, observation hut.

Demographics

- Often older than 65.
- Often highly educated.



Style seeker

Who are they?

- Intelligent, self confident and goal-oriented.
- Looking for a challenge.
- Preferably among like-minded people; ambitions, challenges and decisiveness.

Wat does leisure mean to them?

- Spending time on sports and parties
- Work hard, play hard
 - Exclusive activities

Nature

- Hilly landscape, sea, beach and functional forest.
- Enjoys being active in nature.
- Looking for fun active activities.
- Enjoy when things are well-organised.
- Presence of restaurants is important.
- Hiking: semi-paved narrow paths.
- Attractive facilities give the style seeker some action: swimming area, water playground, climbing forests, play forest.

Demographics

- Often men.
- Divided among age categories.
- Often above average income.








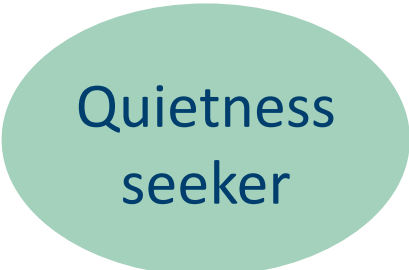




Lifestyles and preferences based on landscape

Landscapes				
Beach and sea	Style seeker		Adventure seeker	Pleasure seeker
Dunes	Insight seeker	Style seeker	Adventure seeker	Pleasure seeker
Inner dunes, estates	Insight seeker	Connection seeker	Quietness seeker	Pleasure seeker
Functional forest	Style seeker			Pleasure seeker
Agricultural areas	Insight seeker	Connection seeker	Harmony seeker	Adventure seeker



Lifestyles based on facilities and activities

Facilities and activities			
Many facilities			 
Basic facilities		 	
Few facilities			







Adventure seeker



Pleasure seeker



Style seeker



Lifestyle	Type of nature	Paths	Motive	Activity	Facilities
Adventure seeker	Everything but functional forest. <i>Extensive, unspoilt areas and wilderness.</i>	Preference for no paths or unpaved/semi-paved paths. Narrow paths and marked routes.	Experience adventures and discover new places.	Themed route, organised outdoor activities, cultural activities.	Many facilities is less attractive.
Pleasure seeker	Neutral. <i>Open agricultural landscape less attractive.</i>	Hiking: paved or unpaved. Cycling: preferably not on wide or paved paths.	Fun time with friends and family.	Sports, water recreation, doing activities.	Enjoys many facilities.
Harmony seeker	More appreciation for open agricultural landscape, less appreciation for rivers and hilly landscapes.	Wide paved paths where no cars drive.	A break and fun time with friends and family.	Love to cycle, go on short walks.	Values basic facilities (benches, toilets). Less need for swimming places, climbing forest etc.
Connection seeker	Natural forest and heathland. Also rivers and floodplains, cultural landscape, village landscape, peat meadow areas and open agricultural landscape.	Hiking: unpaved or narrow. Cycling: preferably no paved paths.	Enjoy nature and healthy fresh air.	Bird watching, natural playforest, quiet water recreation.	Presence of routes is nice but not necessary.
Quietness seeker	Heathland and natural forest.	Paved, wide paths without cars.	Experience peace, quietness, close to home.	Rest areas, benches, observation hut.	Most facilities are not attractive to them.
Insight seeker	Heathland, swamp or water nature, rivers and floodplains, peat meadow area, natural forest, hilly landscape, dunes, sea and beach.	Hiking: semi or unpaved paths. Cycling: wide paved paths without cars.	Quietness and relaxation, clear your mind, avoid crowds.	Hiking. Other activities in nature less often.	Nice places to experience nature: bird/wildlife spotting, visitor center, observation hut, themed route.
Style seeker	Hilly landscape, sea, beach and functional forest.	Hiking: narrow semi-paved paths. Cycling: paved and unpaved paths.	Being active and looking for fun.	Well organised activities.	Attractive facilities give style seeker some action: water playground, swimming area, climbing forest etc.



QUESTIONS?



BUREAUBUITEN
economie & omgeving

Bureau BUITEN

Economie en Omgeving

Wittevrouwensingel 100

NL-3514 AM Utrecht

info@bureaubuiten.nl

+31 (0)30 - 231 89 45

www.bureaubuiten.nl