

“The Responsible Traveller”

A Dutch Market Segmentation

based on analysis of secondary data from:

Max Havelaar Fairtrade

Various (responsible) tourism and ethical consumerism
research reports

South African Tourism, The Netherlands

and interpreted in the context of Motivaction’s segmentation model
of sustainability behaviours

BASIC ASSUMPTIONS

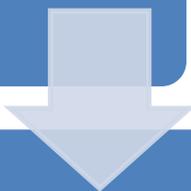
Segmentation is based on *attitudes*
not demographics



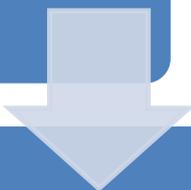
Key attitudinal differentiation is the
degree of social consciousness of a
person and how that is converted to
buying behaviour



Education and worldliness are seen as a
determinant for social consciousness



Household income does not necessarily
impact attitude but will determine type
of product consumed; as such - the
segments are divided into *luxury and
budget consumers*.



The segments which have no history of
ethical consumption are excluded

LUXURY LOVER

Basic Description

- Traditional luxury combined with sustainability will be greatly appreciated when available. When there is a choice between a sustainable and a non-sustainable product or service, the sustainable one will be chosen.

Attitudes

- Are good sustainable citizens at home but like it when government and companies have made it easy for them. Price is not an issue, availability and quality is.

Says

- "If I buy an expensive product, I would like to be assured that negative impacts are minimised and positive ones maximised."

Barriers

- Availability and quality of products. Travel destinations of choice will be visited regardless of sustainable options available.

Communication for behaviour change

- Engage this group emotionally, they will be sensitive to being able to support people and worthy causes . Luxury accommodations with philanthropy programs will appeal to them.

Travel Attitudes

- Travel choices will need to tick all boxes as time is precious. Negative impacts of travelling long haul do not really bother them but impacts on people in destination do.

LUXURY LOVER

Travel Behaviour

- 2-4 international trips a year, city breaks, long weekends in 2nd home or rented holiday home.

Price Sensitivity VFM

- Large budget for travel, high expectation on quality and service, want luxury experiences.

Buying Behaviour

- Through travel agent, tour operator and Internet.

Media

- Mainstream and business papers, glossy magazines, Internet, travel magazines.

Influencers

- Celebrities, peers, popular brands.

Product Description

- 4/5 star mainstream, special packages incl. activities such as golf/safari etc, wildlife watching, wine tasting, fine dining.

SOCIAL EXPLORER

Basic Description

- Aware and open-minded consumer, actively looking for sustainable options in all aspects of life including travel. Want travel experiences that benefit others and provide learning experiences.

Attitudes

- Feel responsible for the state of world and want to help alleviate big problems such as poverty and environmental degradation. Travel to experience new cultures and contribute to a better world for all.

Says

- "I do my best to make sustainable choices wherever I can. Long haul travel needs to be compensated not only through carbon offsetting but also through generating real benefits to local people."

Barriers

- Price may prohibit them from going to some destinations, also some destinations may be considered to be too over-run or negatively impacted by tourism already like The Galapagos.

Communication for behaviour change

- Give plenty of responsible tourism information and be transparent about where the money goes. Explain clearly who benefits. Provide opportunity to donate or support/visit projects.

Travel Attitudes

- Flexible and open-minded traveller, enjoys connecting with locals, will appreciate homestays as well as eco-lodges, educational experiences, happy to get off-the-beaten track.

SOCIAL EXPLORER

Travel Behaviour

- 5-6 trips a year, enjoy unusual destinations and getting off-the-beaten track. Long haul travel top of list.

Price Sensitivity VFM

- Appreciate value for money but will spend on special experiences.

Buying Behaviour

- Internet, soft adventure travel company, local tour operators.

Media

- Intellectual papers, specialised magazines, current affairs magazines, travel guides.

Influencers

- Academia, peers, travel programs, documentaries, editorial in travel magazines.

Product Description

- Responsible independent travel, soft adventure travel, guesthouses, B&Bs, Community Based Tourism and homestays, volunteering, meet-the-people tours, cooking/craft/ art/dance courses.

CRITICAL COSMOPOLITAN

Basic Description

- Budget and luxury responsible travel to unique, special places. Will look for certification and stamps of approval so they know they are spending their money wisely.

Attitudes

- Live ethically at home and happy to spend extra money on sustainable lifestyle and travel.

Says

- "I know I can make a difference to the world by being a critical consumer. I want to pass on a livable world to my children."

Barriers

- Quality and lack of availability of sustainable products may not be to their liking. Standards and expectations are very high.

Communication for behaviour change

- Inform them in detail on sustainability so they can successfully pass the message on to other friends and family. Avoid greenwashing and give insight into certification standards where possible.

Travel Attitudes

- Travel is a great way to explore and learn about the world but should also be relaxing and fun. Will be happy to pay for luxurious, educational, superior sustainable travel products.

CRITICAL COSMOPOLITAN

Travel Behaviour

- 3-4 international trips a year, city breaks, weekends away in rented accommodation, discover new places and be pampered at same time.

Price Sensitivity VFM

- Price is not an issue for young families as long as quality and uniqueness is guaranteed. Students and young professionals will enjoy flashpacking and homestay options.

Buying Behaviour

- Specialised (adventure) travel agent or tour operator, Internet.

Media

- Mainstream and intellectual newspapers, social media, glossy magazines, travel editorial, travel programs.

Influencers

- Peers and colleagues, global labels of endorsement, academia.

Product Description

- High end, exclusive sustainable niche product, eco-lodges, small-scale up-market experiences, flashpackers, guesthouses, B&Bs. Meet-the-people tours, family fun activities, volunteering (students) and soft adventure activities.