

MATRICE DE POSITIONNEMENT MARKETING | MARCHÉ PAYS-BAS

		NATURE	SPORTS / BIEN-ÊTRE	CUISINE / CENOTOURISME	CULTURE / SAVOIR-FAIRE	ROMANTISME	VIE NOCTURNE	SHOPPING
PARIS	Familiales	✓	✓		✓	✓	✓	✓
	Jeunes couples sans enfants	✓	✓		✓	✓	✓	✓
	Seniors	✓	✓	✓	✓	✓	✓	✓
	Clientèle haute contribution	✓		✓	✓	✓	✓	✓
VILLES	Familiales	✓	✓	✓	✓		✓	✓
	Jeunes couples sans enfants	✓	✓	✓	✓		✓	✓
	Seniors	✓	✓	✓	✓		✓	✓
	Clientèle haute contribution	✓		✓	✓		✓	✓
LITTORAL	Familiales	✓	✓	✓	✓	✓	✓	✓
	Jeunes couples sans enfants	✓	✓	✓	✓	✓	✓	✓
	Seniors	✓	✓	✓	✓	✓	✓	✓
	Clientèle haute contribution	✓	✓	✓	✓	✓	✓	✓
MONTAGNE	Familiales	✓	✓	✓	✓	✓	✓	✓
	Jeunes couples sans enfants	✓	✓	✓	✓	✓	✓	✓
	Seniors	✓	✓	✓	✓	✓	✓	✓
	Clientèle haute contribution	✓	✓	✓	✓	✓	✓	✓
CAMPAGNE	Familiales	✓	✓	✓	✓	✓	✓	✓
	Jeunes couples sans enfants	✓	✓	✓	✓	✓	✓	✓
	Seniors	✓	✓	✓	✓	✓	✓	✓
	Clientèle haute contribution	✓	✓	✓	✓	✓	✓	✓
OUTRE-MER	Familiales	✓	✓	✓	✓	✓	✓	✓
	Jeunes couples sans enfants	✓	✓	✓	✓	✓	✓	✓
	Seniors	✓	✓	✓	✓	✓	✓	✓
	Clientèle haute contribution	✓	✓	✓	✓	✓	✓	✓