

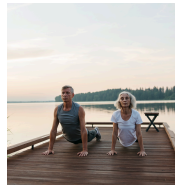


"STILLE NATUR" TRAVELLERS

"Stille Natur" travellers are drawn to peaceful, unspoiled environments where they can connect with nature through hiking and exploring serene landscapes. They favour well-organized, high-quality experiences over flashy or luxurious ones.

This segment primarily consists of older couples (55+) whose children are grown and younger couples without children. Both groups are financially well-off and prioritize quality over quantity, choosing destinations that offer meaningful, enriching experiences.

They embrace longer vacations, often in tranquil locations that provide opportunities for physical activity, harmony, and bonding with a partner. Sustainability and authenticity are central to their travel decisions. They seek destinations that respect nature and preserve its beauty for future generations.



ATTITUDE & LIFESTYLE

CALM OUTDOORS

- "Stille Natur" travellers are drawn to peaceful and pristine environments.
- Hiking is a favourite activity, with two-thirds enjoying hikes longer than two hours.
- National parks and protected areas are important destinations.
- Physical activity helps them achieve harmony, balance, and mental well-being.
- They prefer uncrowded places that offer quiet and tranquillity.

LOCAL EXPLORATION

- 1 in 3 travellers enjoys exploring local food, small towns, and villages.
- Authentic and low-key cultural experiences are highly valued.
- They have less interest in urban attractions compared to other travellers.

PASSIONS

SUSTAINABILITY

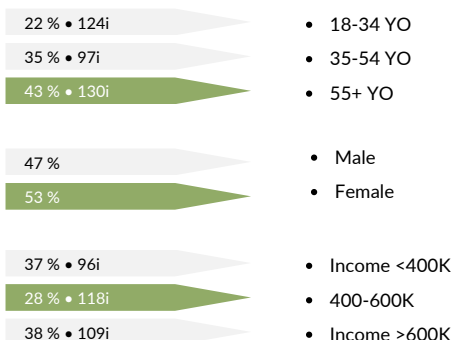
Sustainability is a key priority for this group.

- They choose destinations that preserve nature, wildlife, and biodiversity.
- Many are willing to support eco-friendly initiatives, like paying to protect the environment.
- They score higher than average on their focus on sustainability.

SHOPPING & TRENDS

- They prefer **well-organized trips** and invest in quality experiences.
- Their spending patterns indicate a preference for high-value, authentic offerings over luxury items.

DEMOGRAPHICS



MEDIA

HEAVY channels



- Facebook
- Instagram
- YouTube

MEDIUM channels



- Digital news
- Streaming platforms

LIGHT channels



- Print
- Radio

COUNTRIES

	STILLE NATUR	% OF POPULATION
DENMARK	726.000	12,30 %
GERMANY	10,90 million	13,10 %
THE NETHERLANDS	2,59 million	14,70%

RESEARCH-BASED ONLINE TARGETING WITHOUT IDS OR PRIVATE DATA

IDfree is the central data algorithm for Global Data Resources (GDR).

It is built around an open, dynamic cluster algorithm.

IDfree aims to predict geographical hotspots based on interests and social demographic characteristics for privacy-safe online targeting.

THE MODEL

NEIGHBOURHOODS

The model focuses on neighbourhoods - small, stable geographical clusters comprised of at least 15 households. This guarantees homogeneous clusters and, importantly, complete protection of privacy and individual personal data.

STATISTICAL ENTITIES

Local government statistical offices define neighbourhoods as statistical entities.

- In Denmark, there are 438,547 neighbourhoods
- In Germany, there are 1,689,461 neighbourhoods
- In the Netherlands, there are 357,567 neighbourhoods.

A SERIES OF DATA

The model receives a series of data for each country, beginning with census data from local statistical offices, consumer classification data from partners, and data on interests and attitudes from partners.

The model also accepts other aggregated data, such as transaction, real estate, automobile, and movement data.

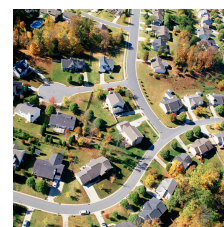
QUALITY PARTNERS

In Denmark, the Netherlands, and Germany, we collaborate with quality partners such as InsightOne, TransUnion, and Kantar Media to create hundreds of privacy-safe online audiences.

GEOGRAPHICAL TARGETING

The output is geographical targeting, which ensures that no private data is used as input or output.

When applied to campaigns, we do not see or store cookies or user IDs - hence the name IDfree.



KANTAR MEDIA

INSIGHTONE

TransUnion 

ABOUT GDR

RESEARCH-BASED ONLINE TARGETING

GDR provides privacy-safe audiences and omnichannel activation via IDfree, the next-gen targeting tool for brands, agencies, and publishers to target consumers without third-party cookies or IDs. We offer consumer classification and interest data for 35 markets, covering 750+ million people across EMEA, Asia, Australia, and the Americas.