EXPERIENCE ECONOMY
AND THE DUTCH HOUSING MARKET

Experience concepts as an improbable future in housing
Research introduction

- Anecdote coffee bean
- Examples in Leisure and Retail
- Examples in Housing
- Main research question
A fundamental transformation occurred in the Western economy during the past few years.

Shift from functional (material) to psycho social (immaterial) values.

This transformation lead us into the so called ‘Experience Economy’.
Research introduction

- Anecdote coffee bean
- Examples in Leisure and Retail
- Examples in Housing
- Main research question
Heineken Experience

Amsterdam, The Netherlands
Research introduction

- Anecdote coffee bean
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- Examples in Housing
- Main research question
Haverleij

's-Hertogenbosch, The Netherlands
Research introduction

- Anecdote coffee bean
- Examples in Leisure and Retail
- Examples in Housing
- Main research question
Could the implementation of an experience concept within a Dutch housing project considered to be of added value for its inhabitants and/or its developer(s)?
Hypotheses

The implementation of an experience concept within a Dutch housing project could be considered as an added value for its inhabitant(s).

The implementation of an experience concept within a Dutch housing project could be considered as an added value for its developer(s).
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The implementation of an experience concept within a Dutch housing project could be considered as an added value for its developer(s).
Theoretical framework

- What is the Experience Economy?
- What is an Experience?
- What is an Experience Concept?
“It is no longer about the product or service, but about the experience associated with this product or service.”

- Pine & Gilmore
Progression of Economic Value

1950 ................................................................. 2000 .................................

emotion

people

object

Commodities
Progression of Economic Value

- Goods
- Commodities

1950 to 2000
Progression of Economic Value

- Commodities
- Goods
- Services

1950 to 2000
Progression of Economic Value

- Commodity
- Goods
- Services
- Experiences

- 1950
- 2000

- Emotion
- People
- Object
Maslow's hierarchy of needs

- Physiological
- Safety
- Belonging
- Esteem
- Self-Actualisation

Psycho social needs

Functional needs
Theoretical framework

- What is the Experience Economy?
- What is an Experience?
- What is an Experience Concept?
Factor ‘Experience’

Experience
*Beleving* in Dutch
- Personal/individual
- Influence of senses

Could be influenced directly

Meaningful experience
*Ervaring* in Dutch
- Based on experiences
- Norms and values

Could not be influenced directly
Factor ‘Experience’

Experience

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Meaningful experience

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Could not be influenced directly
Theoretical framework

- What is the Experience Economy?
- What is an Experience?
- What is an Experience Concept?
Experience Concept in Housing

Physical
- Harmony
- Authenticity
- Function mix

Social cultural

Focus on specific lifestyle
Methodology

- Two (Dutch) research projects
- Survey amongst owner-occupants
- Interviews of sales representatives
Project 1: Haverleij

- 1,000 planned dwellings
- 757 owner-occupied dwellings
- Project area: 210 hectare
- Average density:
  - Project area: 5 dwellings / ha
  - Building blocks: 50 dwellings / ha
- Housing value: €300,000 – 400,000 (49%)
- Target group: prosperous people with an age of fifty-plus without children living at home
- City level
- Project level
- Street level
- City level
- **Project level**
- Street level
- City level
- Project level
- Street level
Project II: Stadshagen
Project II: Stadshagen

- 8,500 planned dwellings (+/- 7,100 built)
- 4,515 owner-occupied dwellings (64%)
- Project area: 420 hectare
- Average density: 21 dwellings / ha
- Housing value: €200,000 – 300,000 (53%)
- Target group: the goal of the municipality was to create a differentiated population*
- City level
- Project level
- Street level
- City level
- Project level
- Street level
- City level
- Project level
- Street level
Methodology

- Two (Dutch) research projects
- Survey amongst owner-occupants
- Interviews of sales representatives
Sent 1500 written invitations...

750 per research project
...with a link to the online survey

Questions about:

- General and personal information
- Previous dwelling and living environment
- Current dwelling
- Current living environment
- Dwelling and living environment preferences
- Future dwelling and living environment
Methodology

- Two (Dutch) research projects
- Survey amongst owner-occupants
- Interviews of sales representatives
Sales representatives
Results / Conclusion

- Response rate
- Added value for inhabitants
- Added value for developers
- Conclusion
**Project I: Haverleij, ‘s-Hertogenbosch**  |  Response: 137 of 750 households (18%)

![Graph showing response and invitations sent for Project I.](image)

**Project II: Stadshagen I, Zwolle**  |  Response: 95 of 750 households (13%)

![Graph showing response and invitations sent for Project II.](image)
Results / Conclusion

- Response rate
- Added value for inhabitants
- Added value for developers
- Conclusion
Added value for inhabitants

- High desire to move (32% and 37%) compared to national average (17%)
- Presence of a theme does not seem to play a role when moving
- Notion of a theme seems to be rather vague
- Spatial and environmental aspects seem to be more important

<table>
<thead>
<tr>
<th>Project</th>
<th>Dwelling (1-10)</th>
<th>Living environment (1-10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Haverleij respondents</td>
<td>8.2</td>
<td>8.0</td>
</tr>
<tr>
<td>Stadshagen respondents</td>
<td>8.0</td>
<td>7.7</td>
</tr>
</tbody>
</table>
Added value for developers

• Experience concept causes a boost in sales during the initial phase of the project
• Uniqueness of an experience concept serves as a marketing tool

• Ten years later, these influences no longer seem to apply
• The uniqueness of the project seems to influence sales negatively
• When the ‘hype’ is gone, people prefer a more regular dwelling
The implementation of an experience concept within a Dutch housing project could not be considered to be of added value for its inhabitants and/or its developer(s).
Recommendation for project developers

• Instead of mainly looking at the initial value of a new housing concept, either marketing or sales wise, it is recommended to pay additional attention to the durability of such a concept.
Recommendation for further research

• It would be interesting to gain insight in how the distinct character of an experience concept could be kept over a longer period of time.

• Secondly, it would be interesting to gain insight in the importance of the factor ‘History’ by conducting additional quantitative research.

• And it would be interesting to see if the influence of historicised building only applies on project level, or if it could also be extended to the level historical inner cities and/or smaller cities.
Tips for graduation

• Demarcation: Set clear boundaries

• Don’t be a perfectionist! Importance of broader sense

• Make online and multiple backups

or else... Delay
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