

## **Survey of tourist demand in Germany for holiday travel and short breaks**

**Concise and reliable information for segment  
analysis, marketing decisions and strategic planning**

# Become a partner of the Reiseanalyse 2026

## Participate in the RA 2026 to benefit from:

- » representative figures
- » long-term time series
- » individual evaluation options
- » benchmarking against competitors
- » best value for money

## What is the Reiseanalyse?

The Reiseanalyse (RA) is a national survey which records and describes the holiday travel behaviour of the German-speaking population resident in Germany. It has continuously been carried out since 1970 with the same subject matter and methodological consistency – longer than any other survey in social sciences and market research worldwide.

## What is surveyed?

The survey enquires information on holiday trips of five days or more and short breaks of two to four days. Key elements of the Reiseanalyse include a description of holiday and travel behaviour, as well as the assessment of holiday motivations and interests. The future potential of destinations, types of holiday and holiday activities are also covered. Extensive time series allow a detailed analysis of short and long-term market trends.

## What are the results useful for?

- » Target group segmentation
- » Assessment of potential
- » Benchmarking
- » Planning of advertising
- » Efficiency analyses
- » Motivation research
- » Time series analyses
- » Image studies
- » Volume assessment

## Content of the Reiseanalyse

Travel intensity
Travel motivations
Holiday activities last 3 years
Holiday destinations last 3 years
Travel intentions
Information search
Potential of holiday types
Sociodemographic data



Holiday destinations
Holiday spending
Holiday duration
Type of holiday
Type of organisation
Accommodation
Means of transport
... and much more!

## How is the survey conducted?

Within the scope of the Reiseanalyse, more than 12,000 interviews are conducted in Germany. Of these 7,000 are face-to-face interviews (1 hour duration, computer-assisted) and additional 5,000 are conducted online. The survey focuses on holiday trips with at least one overnight stay, with a distinction between holiday trips of five days or more and short breaks of two to four days.

The results are representative of the German-speaking population aged 14 years or older. For details of the survey structure and all topics covered in the RA 2026, visit [www.reiseanalyse.de](http://www.reiseanalyse.de)

# The modular system of participation

- » Extensive set of standard questions
- » 2026 modules: Destination Experience, Accessibility on holiday trips, Sinus-Milieus®, Update: Travel plans 2025/2026
- » Option to include exclusive questions
- » Evaluation software for data analysis

## What does participation in the Reiseanalyse offer me?

All partners of the survey are given access to the results of the extensive set of standard questions that has been largely unchanged for many years. Survey questions cover holiday travel experience in the past three years, travel behaviour in 2025, holiday motivations and interests as well as travel intentions for the near future. All results can be analysed in detail and most are available for long-term time series. Analysis based on Sinus-Milieus® are available as an optional module. Basic participation is a prerequisite for further services like modules or additional questions.

## How can I customise the Reiseanalyse?

The Reiseanalyse offers various optional additions, allowing you to adjust the survey and results according to your requirements.

### Standard survey questions (from EUR 11,900\*)

#### Holiday travel experience

last 3 years for more than 80 destinations, 25 types of holiday and 15 holiday activities

#### Holiday travel behaviour last 12 months

Volume and detailed behaviour on holiday trips (5+ days) and short breaks (2-4 days)

#### Travel intentions for 2026 and holiday travel interests (next 3 years)

for more than 80 destinations and 24 types of holiday

Detailed sociodemographic data, holiday motivations, internet use

\*Special price if participation is confirmed by 30/09/2025. The cost of participation after 30/09/2025 is EUR 12,400 excl. VAT.

### Optional additions

#### Modules

In consultation with all Reiseanalyse partners, up to three modules are incorporated in the survey. The module questions change every year and are separately analysed, with findings delivered in the form of reports and tables.

**RA 2026 modules:** Destination Experience, Accessibility on holiday trips, Sinus-Milieus®, Update: Travel plans 2025/2026

From EUR 5,500

#### Exclusive and special questions

**Exclusive questions:** Inclusion of your own questions in the survey, with exclusive rights of use.

**Special questions:** Up to 20 questions on specific topics (e. g. booking channels, personal attitude towards holiday travel) can be included on request.

By arrangement

#### Reiseanalyse evaluation software/raw data

CNTlight analysis software incl. Reiseanalyse time series data, or raw data (e. g. SPSS)

From EUR 3,900

#### Individual consultation and evaluation

The experts of the FUR support you in the analysis of the results e.g. by individual reports, presentations and workshops.

By arrangement

# The Reiseanalyse at a glance

## What do I get if I participate in the Reiseanalyse?

Included in the basic participation:

- » Rights of use to all results of the standard questions
- » Detailed reports on results and methods
- » Report with interpretation of key findings
- » Customised tables
- » Individual data evaluation support
- » Exclusive yearly customer event (*Reiseanalyse Auswertungstagung*)
- » Optional use of additions

## When do I get the results?

The field time of the face-to-face survey is in December 2025 and January 2026, you will receive first results in March 2026, detailed reports and tables as of April 2026. The exclusive RA evaluation conference will take place in summer 2026.

## How much does it cost?

Basic participation is a prerequisite for using Reiseanalyse data. If the participation declaration is submitted early (until 30/09/2025), it costs EUR 11,900, afterwards EUR 12,400. Additional thematic modules start from EUR 5,500, optional software for data evaluation is starting from EUR 3,900 (all prices plus VAT). Prices for additional and exclusive questions depend on the scope and are agreed upon on request.

## Who uses the Reiseanalyse?

Partners and users of the Reiseanalyse are national and international tourism organisations, tour operators, transport companies, publishing companies, associations as well as universities and research facilities.

## Who is responsible for the Reiseanalyse?

The RA is carried out by the FUR (Forschungsgemeinschaft Urlaub und Reisen e.V.), an independent association and the biggest non-profit organisation commissioning tourism research in Germany. The FUR does not make any profit. All surpluses are entirely reinvested into research and the further development of the survey. The FUR publishes selected results for a wider audience (e. g. Reiseanalyse holiday trend study). A team of three partners implements the Reiseanalyse: the FUR together with the NIT (Institute for Tourism Research in Northern Europe) is responsible for organisational and scientific aspects of the survey. IPSOS is responsible for field work and data processing.

## Do you want to find out more?

We will consult you regarding the benefits for your company in detail. Contact us for a non-binding consultation and an individual offer for participation.

## Contact Persons



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