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

Concise and reliable information for

- segment analysis
- marketing decision
- strategic planning

Participate in the RA 2018 to benefit from

- representative figures
- long-term time series
- individual evaluation options
- benchmarking against competitors
- best value for money
Become a partner of the Reiseanalyse 2018

What is the Reiseanalyse?

The Reiseanalyse is a national survey which records and describes the holiday travel behaviour of the German-speaking population resident in Germany. The survey has been carried out yearly since 1970.

What is surveyed?

The survey concentrates 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 by survey questions.

Application examples

- Target group segmentation
- Planning of advertising
- Time series analyses
- Assessment of potential
- Efficiency analyses
- Image studies
- Benchmarking
- Motivation research
- 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 incl. sinus-milieus®
- 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, 7,500 are face-to-face interviews lasting around one hour and 5,000 online. The survey focuses on holiday trips with at least one overnight stay. A distinction is made 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. For details of the survey structure and all topics covered in the RA 2018, visit www.reiseanalyse.de.
What does participation in the Reiseanalyse offer me?

The survey consists of an 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 2017, 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® also forms part of the Reiseanalyse.

Basic participation is a prerequisite for further services.

The modular system of participation

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### Standard survey questions (from EUR 10,400*)

<table>
<thead>
<tr>
<th><strong>Holiday travel experience</strong></th>
<th><strong>Holiday travel behaviour last 12 months</strong></th>
<th><strong>Travel intentions for 2018 and holiday travel interests</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Last 3 years for more than 80 destinations, 25 types of holiday and 15 holiday activities</td>
<td>Volume and detailed behaviour on holiday trips (5+ days) and short breaks (2-4 days)</td>
<td>Next 3 years for more than 80 destinations and 25 types of holiday</td>
</tr>
</tbody>
</table>

Detailed sociodemographic data, sinus-milieus®, holiday motivations, internet use

*Special price if participation is confirmed by 15/11/2017. The cost of participation after 15/11/2017 is EUR 10,900 excl. VAT.

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

### Optional additions

<table>
<thead>
<tr>
<th><strong>Modules</strong></th>
<th><strong>Exclusive and additional questions</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>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 2018 modules: information and inspiration, price and quality, destination experiences</td>
<td><strong>Exclusive questions</strong>: inclusion of your own questions in the survey, with exclusive rights of use <strong>Additional questions</strong>: up to 20 questions on specific topics (e.g. booking channels, brands and media use) can be included on request.</td>
</tr>
</tbody>
</table>

**From EUR 5,500 each**  
**By arrangement**

<table>
<thead>
<tr>
<th><strong>Reiseanalyse evaluation software and raw data</strong></th>
<th><strong>Individual consultation and evaluation support by FUR experts</strong></th>
</tr>
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<tbody>
<tr>
<td>CNTlight analysis software incl. Reiseanalyse time series data since the 2002 travel year, or raw data (e.g. SPSS)</td>
<td>E.g. in the form of reports, presentations and workshops</td>
</tr>
</tbody>
</table>

**From EUR 3,900**  
**By arrangement**

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*Individual consultation and evaluation support by FUR experts are arranged on a case-by-case basis.*
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 reinvested in full into research and the further development of the survey. The FUR publishes selected results for a wider audience (e.g. German Holiday Trends 2025).

A team of three partners implements the Reiseanalyse: the FUR together with the NIT (Institute for Tourism Research in Northern Europe) are responsible for organisational and scientific aspects of the survey. IPSOS is responsible for field work and data processing.

Who is responsible for the Reiseanalyse?

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Who uses the Reiseanalyse?

Partners and users of the Reiseanalyse include national and international tourism organisations, tour operators, transport companies, publishing companies, associations as well as universities and research facilities (a selection is listed at www.reiseanalyse.de).

How much does it cost?

Basic participation is a prerequisite for using Reiseanalyse data. The cost of basic participation is EUR 10,400 until 15/11/2017 and EUR 10,900 after that date. Modules cost EUR 5,500 each. Optional data analysis software is available from EUR 3,900 (all prices excl. VAT). Prices for additional and exclusive questions depend on the scope and are agreed on request.

When do I get the results?

Personal interviews take place in January 2018, with first results available in March 2018. Detailed reports, tables etc. are provided from April 2018. The evaluation conference will take place at the end of May/in early June 2018.

What do I get if I participate in the Reiseanalyse?

- Rights of use to all results of the standard questions
- Detailed reports on results and methods
- Printed report with interpretation of key findings
- Customised tables
- Individual data evaluation support
- Exclusive yearly customer event (Reiseanalyse evaluation conference)
- Optional use of additions (e.g. individual reports, tables and raw data)

Do you want to find out more?

We will explain the potential benefits for your company in detail. Contact us for a non-binding consultation and an individual offer for participation:

<table>
<thead>
<tr>
<th>Contact</th>
<th>Ulf Sonntag</th>
<th>Rolf Schrader</th>
<th>Martin Lohmann</th>
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<tbody>
<tr>
<td></td>
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<td>Scientific Consultant</td>
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We will be happy to advise you. Call us on +49 (0) 431-88 88 800