

RA ReiseAnalyse

2022

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

Concise and reliable information for

- segment analysis
- marketing decisions
- strategic planning



Participate in the RA 2022 to benefit from

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

Reiseanalyse 2022: Your reliable partner in challenging times

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 been carried out continuously every year since 1970 with the same subject matter and methodological consistency – as long as no other survey in social and market research worldwide.

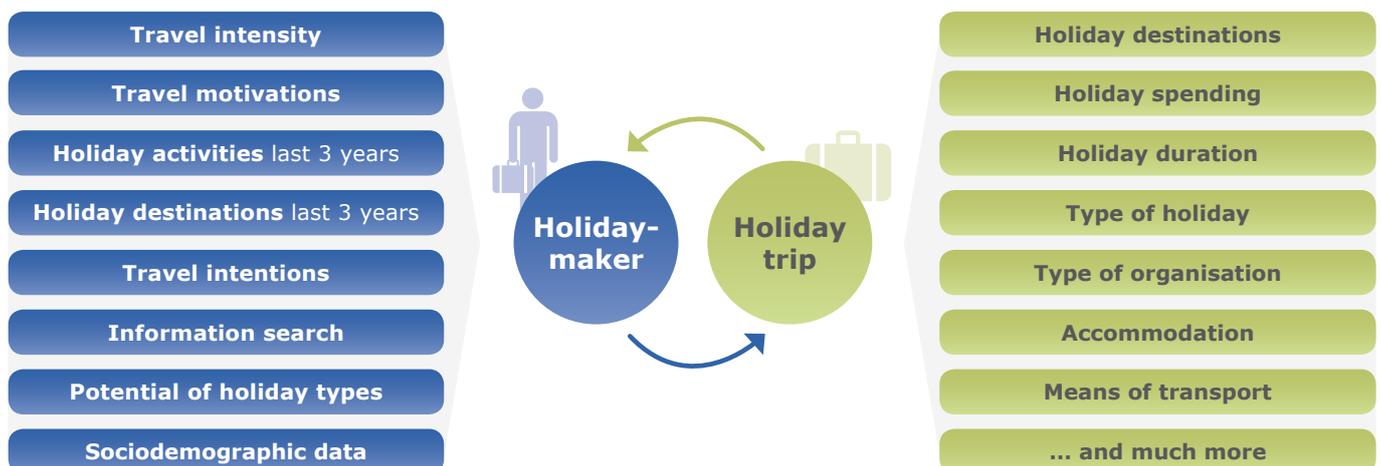
What is surveyed?

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. Extensive time series allow a detailed analysis of short and long-term market trends.

What can I use the results for?

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



How is the survey conducted?

Within the scope of the Reiseanalyse, more than 11,000 interviews are conducted in Germany. Of these, at least 6,000 are face-to-face interviews lasting around one hour and additional 5,000 are conducted 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 2022, visit www.reiseanalyse.de.

- ▶ Extensive set of basic questions
- ▶ 2022 modules: Post COVID, Inspiration & Information, Sinus-Milieus®
- ▶ Option to include exclusive questions
- ▶ Evaluation software for data analysis

The modular system of participation

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 2021, 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.

What does participation in the Reiseanalyse offer me?

Standard survey questions (from EUR 10,400*)

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 2022 and holiday travel interests

Next 3 years for more than 80 destinations and 25 types of holiday

Detailed sociodemographic data, holiday motivations, internet use

*Special price if participation is confirmed by 30/09/2021, The cost of participation afterwards 15/09/2020 is EUR 10,900 excl. VAT.

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

How can I customise the Reiseanalyse?

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 2022 modules: Post COVID, Inspiration & Information, Sinus-Milieus®

From EUR 5,500

Exclusive and additional questions

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

Additional 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 since the 2011 travel year, 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

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 evaluation conference)
- ▶ Optional use of additions

When do I get the results?

Our partners will receive first results of the *Post COVID* module in early October 2021. Personal interviews take place in January 2022, with first results available in March 2022. Detailed reports, tables etc. are provided from April 2022. The evaluation conference will take place in spring 2022.

How much does it cost?

Basic participation is a prerequisite for using Reiseanalyse data. If the participation declaration is submitted early (until 30/09/2021), it costs EUR 10,400, afterwards EUR 10,900. 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 on request.

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.

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 reinvested in full into research and the further development of the survey. The FUR publishes selected results for a wider audience (e. g. Reiseanalyse holiday trend study 2030).

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

Contact



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We will be happy to advise you. Call us on **+49 (0) 431 - 88 88 800**