



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

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

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# Become a partner of the Reiseanalyse 2027



## 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 holidays and holiday activities are also covered. Long-term 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



## By participating, you will benefit from...

- Representative figures
- Long-term time series
- Customizable analysis options
- Benchmarking against competitors
- Excellent value for money

# The modular system of Reiseanalyse

## Standard survey questions

### 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

and holiday travel interests  
next 3 years for  
more than 80 destinations  
and 25 types of holiday

Incl. detailed sociodemographic data, holiday motivations, internet use

## Additional components

### Modules

**Thematic focuses**  
that change annually

### Exclusive and special questions

**Exclusive questions**  
(own questions with  
exclusive usage rights)  
**Special questions**  
(use additional questions from FUR)

### Reiseanalyse data analysis software/raw data

Conduct your own analyses quickly:  
**CNTlight analysis software incl.**  
**Reiseanalyse time series data or**  
**raw data (e. g. SPSS)**

### 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)

# Standard survey questions: Content

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 2027, visit **[www.reiseanalyse.de](http://www.reiseanalyse.de)**.



# Scope of core participation

Subscription to the core survey is a prerequisite for participating in the Reiseanalyse. All survey partners will have access to all results from the standard survey questions, which has remained largely unchanged for many years.

## Overview of services:

- ✓ Rights to use all results from the standard questions
- ✓ Access to the time series for the standard questions over the past 10 years
- ✓ Detailed reports on results and methods
- ✓ Report with key findings and interpretations
- ✓ Customised tabular analyses tailored to your needs
- ✓ Individual data evaluation support
- ✓ Free participation in the exclusive annual Reiseanalyse Results Conference
- ✓ Optional use of additional components (modules, special questions, exclusive questions)



## Information and booking

This module covers both pre-trip holiday information and booking channels and methods, providing a comprehensive view of the customer journey before the trip. Supplementary questions regarding booking at travel agencies and online provide additional valuable insights.

## Family holiday - Traveling with children

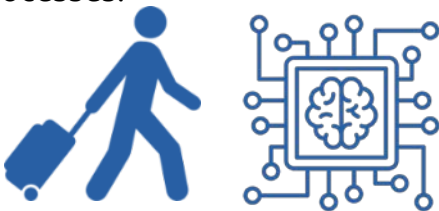
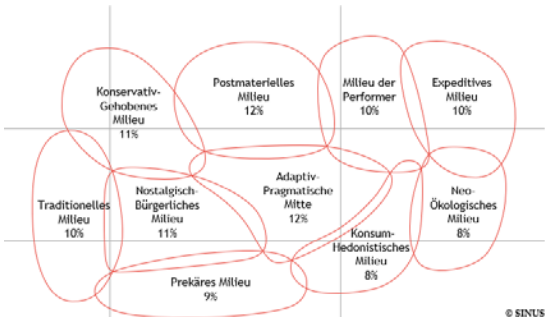
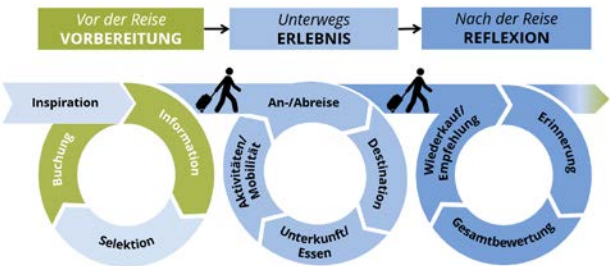
The module examines where families particularly like to go on holiday, what characteristics define families' travel behavior, and what expectations the accompanying adults have regarding holiday trips with children.

## Sinus-Milieus® Tourism attitudes and travel behavior

This module shows how the Sinus-Milieus differ in terms of travel destinations, modes of transportation, accommodations, and types of travel. It also provides valuable insights into the holiday motives, travel behavior, holiday activities, and interests of the individual milieus.

## Module *special* Travel plans for 2026/2027 and AI in travel

The focus is particularly on short-term holiday travel plans for autumn/winter 2026, plans for spring/summer 2027, and the role of AI in travel. Building on the findings to date, the study will examine in greater detail, in particular, experiences with AI during holiday travel and the influence of AI on information, planning and decision-making processes.



# Timeline for the Reiseanalyse 2027

|                                                                                     |                       |                                          |
|-------------------------------------------------------------------------------------|-----------------------|------------------------------------------|
|    | May 2026              | RA <i>online</i> 5/2026: Field work      |
|    | September 2026        | Module <i>special</i> 9/2026: Field work |
|    | November 2026         | RA <i>online</i> 11/2026: Field work     |
|    | Dec. 2026 - Feb. 2027 | RA <i>face-to-face</i> : Field work      |
|    | March 2027            | First results of the RA 2027             |
|   | April/May 2027        | Detailed reports and tables              |
|  | June 2027             | Exclusive RA Results Conference          |

# Participation fees of the Reiseanalyse



Early Bird Rate  
until September 30<sup>th</sup>, 2026

€11,900

## Core participation

Core participation is a prerequisite for obtaining additional components.

Participation  
as of October 1<sup>st</sup>, 2026

€12,400

## Additional components

| Modules                                                                                                                                       | Exclusive and special questions                                                                                        | Reiseanalyse evaluation software/raw data                                                                                | Individual consultation and evaluation                                                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>€5,500 per module</b></p> <p>When participating in multiple modules, a discount of EUR 500 applies for the second and third modules</p> | <p><b>by arrangement</b></p> <p>Exclusive use / shared use of FUR-questions</p> <p>Please feel free to contact us.</p> | <p><b>From €3,900</b></p> <p>CNTlight analysis software incl. Reiseanalyse time series data or raw data (e. g. SPSS)</p> | <p><b>by arrangement</b></p> <p>For example, customized reports, presentations, and workshops</p> <p>Please feel free to contact us.</p> |

All prices are exclusive of the currently applicable statutory VAT (currently 19%).

# The organisations behind the Reiseanalyse

The RA is carried out by FUR (Forschungsgemeinschaft Urlaub und Reisen e.V.), an independent association and the largest non-profit organisation commissioning tourism research in Germany. The FUR does not make any profit. All surpluses are fully reinvested into research and the further development of the survey (e. g. Reiseanalyse holiday trend study 2035). A team of three partners implements the Reiseanalyse: the FUR together with the NIT (Institute for Tourism Research in Northern Europe) is responsible for the organisational and scientific aspects of the survey. IPSOS is responsible for fieldwork and data processing.



**Forschungsgemeinschaft Urlaub und Reisen e. V. (FUR), Kiel**  
*Sponsor, Concept, and Organisation*



**NIT – Institute for Tourism Research in Northern Europe, Kiel**  
*Research and Analysis*



**IPSOS GmbH, Hamburg**  
*Data Collection and Processing*

Users of the Reiseanalyse are national and international tourism organisations, tour operators, transport companies, publishing companies, associations as well as universities and research facilities. A selection can be found at:

<https://reiseanalyse.de/ueber-uns/>

# Do you want to find out more?

## Contact Persons



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