

Reiseanalyse RA 2018 – module information in brief

Inspiration and information

Touchpoints of the customer journey

Price:
€ 5,500 excl. VAT

Tourism providers use various marketing tools (both online and offline) for advertising purposes and customer communications. These are touchpoints between providers and customers through their customer journey up to booking a holiday. This module examines which of these tools are perceived as sources of inspiration and which are used to obtain information about a holiday. In addition, the intention is to highlight the specific tools customers use at each stage of their customer journey.

- ▶ Which marketing tools do customers perceive to be sources of inspiration when choosing a destination? Which online and offline media are used to obtain information about certain aspects of a holiday (e.g. accommodation, journey and activities)? What has changed in this respect in recent years?
- ▶ Who uses which tools, and what differences exist in relation to travel behaviour?
- ▶ At which stage of the customer journey do customers use the various tools?

Price and quality

Key aspects regarding holidays

Price:
€ 5,500 excl. VAT

Price and quality are key aspects when making a decision about a holiday and represent a much-discussed topic. Almost all competitors focus their efforts on identifying the optimum market strategy for positioning their product and/or destination. The module ties in with this by identifying and analysing various consumer types.

- ▶ What is the dimension of specific consumer type segments, i.e. how many Germans primarily see themselves as budget tourists, price-oriented holiday-makers, quality-oriented holiday-makers or luxury travellers?
- ▶ Who are the different consumer types? Where do your customers fit into this overview?
- ▶ What aspect was more important in relation to holidays in 2017 – price or quality?
- ▶ Has the importance of price and quality of holidays changed in recent years?

Destination experiences

What is important to holiday-makers?

Price:
€ 5,500 excl. VAT

Choosing a destination is the most important decision most Germans make when planning a holiday. An analysis of holiday motivations and the image of countries confirmed the importance of the destination for holiday experiences. This module examines for the first time how holiday-makers wish to experience their destination and what is key to making the holiday experience a success at the location.

- ▶ To what extent do holiday-makers want to immerse themselves into life at their holiday destination? Do they want to get to know the holiday destination and meet people who live in that region? Or do they like to keep a certain distance and only go sightseeing?
- ▶ What constitutes a successful destination experience? What do holiday-makers like to remember after their holidays – mainly “hard” factors, such as local natural and cultural attractions and the tourism infrastructure, or predominantly “soft” factors such as contact with locals, experiencing everyday life at that holiday destination and local ambience?
- ▶ What are the differences between the various types of holiday-makers, destinations and types of holidays?

What are modules?

Modules focus on **specific topics** and supplement the standard set of Reiseanalyse questions. The **topics** covered are selected annually in close cooperation with the survey partners.

What are the benefits of participating in a module?

Participants in modules receive a report with highly specific analysis results, supplemented with tables. The report describes and analyses findings based on module questions in connection with relevant results of the standard questions. The report is provided in German. It is complemented by detailed tables, including results for numerous sociodemographic target segments, and provided in either German or English. Individually selected tables and evaluation are also available, in connection with either standard or exclusive questions.

Which module data is taken from the Reiseanalyse?

The results of modules are based on data from the Reiseanalyse 2018. This survey will be conducted in January/February 2018 and comprises more than 7,500 face-to-face interviews. It is representative of German-speaking residents living in Germany and aged 14 or over.

Some modules additionally use RA *online* data. The online survey is carried out biannually, with a sample of at least 2,500 respondents. This approach facilitates conducting a minimum of 5,000 online interviews over a 12-month period, representative of the German-speaking population living in Germany aged 14 to 70.

Prerequisite for purchasing the modules

Participation in the standard Reiseanalyse RA 2018 survey is the prerequisite for purchasing modules. Please refer to the RA 2018 subscription terms and conditions for further details.

For more information on the modules, please request a detailed module offer, which includes all module questions.

As at 21 August 2017

Previous module topics

RA 2017	Content marketing	Travel decision	Holiday and water
RA 2016	Inspiration & information: holiday-makers' use of marketing tools	Image and uniqueness of holiday destinations	Outdoor holidays: Product requirements for activity holidays outdoors
RA 2015	Online en route: Mobile Internet and holiday travel	Health-oriented holidays: Trends, potential, product requirements	Holiday mobility: Means of transport for arriving and en route

Contact:

Bente Grimm, bente.grimm@reiseanalyse.de

FUR Forschungsgemeinschaft Urlaub und Reisen e.V.

Fleethörn 23 • D - 24103 Kiel • Germany

Tel.: +49 (0) 431 - 88 88 800 • Fax: +49 (0) 431 - 88 88 679

E-mail: info@reiseanalyse.de • Internet: www.reiseanalyse.de

Board: Guido Wiegand (Chairman), Bernd Fischer (Deputy Chairman), Dietlind von Laßberg (Deputy Chairwoman), Rolf Schrader (Managing Director)

VAT no.: DE 170 928 714