

**Participate in the
RA 2018 to benefit from**

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

RA ReiseAnalyse

2018

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

Concise and reliable information for

- RA segment analysis
- RA marketing decision
- RA strategic planning



- ▶ Determine how your company/ destination is positioned in the German market
- ▶ Get a better understanding of your customers and their needs
- ▶ Find out more about trends in the German holiday travel market

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

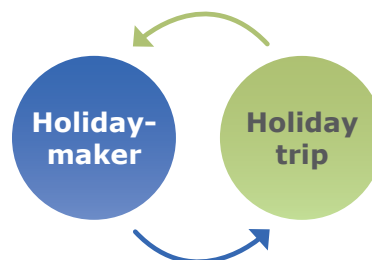
Holiday destinations last 3 years

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.

- ▶ Extensive set of basic questions
- ▶ 2018 modules: information and inspiration, price and quality, destination experiences
- ▶ Option to include exclusive questions
- ▶ Evaluation software for data analysis

The modular system of participation

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.

What does participation in the Reiseanalyse offer me?

Basic participation is a prerequisite for further services.

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 2018 and holiday travel interests

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

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.

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 2018 modules: information and inspiration, price and quality, destination experiences

From EUR 5,500 each

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, brands and media use) can be included on request.

By arrangement

Reiseanalyse evaluation software and raw data

CNTlight analysis software incl. Reiseanalyse time series data since the 2002 travel year, or raw data (e. g. SPSS)

From EUR 3,900

Individual consultation and evaluation support by FUR experts

E. g. in the form of reports, presentations and workshops

By arrangement

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)

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.

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.

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. 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.

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**