



BUILDING TRUST

WELCOME TO THE REISENETZ WORLD

If you take the time to reflect on your own travel experiences from the past or you listen to stories and anecdotes from your children, friends, neighbours and relatives you will probably realise that the memories are frequently characterised by a depth of emotions and long lasting impacts. Youth travel seems to be able to open the hearts and minds of children and young people alike and facilitates the curiosity, engagement and understanding of the traveller in the face of something new.

The recognition of these essential experiences and learning opportunities are nevertheless overshadowed by our culture of formalised and institutional learning at schools and other stationary educational institutions. Successful and sustained learning on youth trips, the inherent boost to self awareness and competence and the development of social skills is sometimes greeted with scepticism, when it takes place outside the normal learning environment of schools and the family home.

Nevertheless for German children and young people travelling seems to be a core element of growing up. They are one of the most active segments of the travelling industry. Young people travelling without parents or relatives accumulate on average three to five overnight journeys per year. In the age range of 3 – 26 year olds, travellers accumulated the enormous total of 60 million overnight trips per annum. Only a quarter of this total is organised through schools, colleges and further education providers.



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YOUTH TRAVEL — WHAT DOES IT ACTUALLY MEAN?

As part of the tourism sector Youth Travel incorporates all educational and recreational programs for children and young adults lasting from one day to several months. When talking about this segment of the tourism industry we refer to all young people who are travelling without their parents for example by attending a school trip or supervised holidays and all the key players providing those programs such as tour operators, youth accommodation, providers of educational and cultural modules and transportation.

YOUTH TRAVEL GERMANY

According to the latest report of the BMWi (Federal Ministry for Economic Affairs and Energy) published in 2014, Youth Travel has become an important economic factor in the Tourism Industry. The data collected shows that between October 2012 and September 2013 an impressive figure of approximately 61,8 million overnight stays were realised by children and adolescents aged 3 to 26. The total number of days spent away from home including day trips accumulates to a considerable figure of 696,25 million days. Talking

about total gross sales of close to 52 billion € achieved in 2013 the financial significance of Youth Travel is unquestionable.

... German children and young adults are keen on travelling!

Source: Zukunftsprojekt Kinder- und Jugendtourismus
<http://www.bmwi.de/DE/Mediathek/publikationen,did=667132.html>

REISENETZ — WHO WE ARE

Founded over 30 years ago and currently counting more than 100 members, Reisenetz has become the leading and most active network for Youth Travel in Germany, bringing together commercial and non-profit organisations from all over the country and neighbouring states.

A POWERFUL COALITION

In 2018 our members achieved a turnover of approximately half a billion € and generated more than 1.000 jobs.

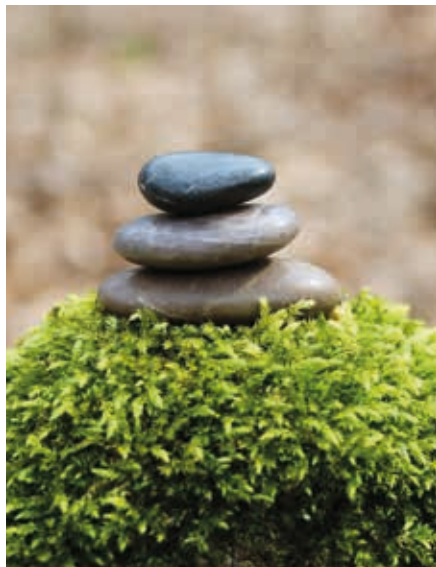


PUBLICATIONS (IN GERMAN ONLY)

In its series of publications (funded by the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth), Reisenetz publishes regularly on relevant topics of children's and youth travel:

- overview of quality systems and certificates for children and youth travel
- current legal situation regarding youth travel for young people up to 18 years
- first interdisciplinary youth travel guide
- intercultural learning on youth trips
- data protection for children and youth travel
- participation in the study „Future Project Child and Youth Travel“ published 2014 by the Federal Ministry for Economic Affairs and Energy

BUILDING TRUST



Partnership is key to professionalising youth travel – one of the main objectives of our Association and the core element of the work of our trusted members. We strongly believe that professionalisation builds trust and gives parents, teachers and young travellers a safe feeling.

At the same time our members are reliable counterparts and important advisors for young travellers, parents and teachers. Due to their professional work and their constant approach to meet the highest quality standards in terms of travel, accommodation and educational and recreational activities, they are able to provide the kind of safe experience that will support

a young person's development in the best possible way. With child-friendly programs and specially trained staff they ensure that young travellers will be enriched with memorable experiences while their parents can be assured that the care and welfare of their children is valued very highly. Teachers likewise benefit from the know-how of our trusted members who are specialised in implementing high quality school trips, always combining educational and cultural aspects with modern travel formats.

Mutual trust is the basis for our joint professional work and success – both within and outside the Association!



PROFESSIONALISING YOUTH TRAVEL

Why is there no independent network in Germany, addressing the needs of the youth travel industry? And why is there no joint approach to combine tourism and education in this sector? Those key questions required answers and led to the founding ideas of Reisenetz.

Nowadays, our Association is the largest and most active youth travel network in Germany, covering all significant areas of the industry. Through shared commitment and the constant exchange of knowledge, our members have contributed significantly to improving the standards of youth travel, always keeping in mind that the two main aspects, tourism and education are both taken into account.





A PASSION FOR QUALITY

We are keen on making sure that safety becomes the golden standard across the entire Youth Travel Industry – now and in the future! In detailed processes and by involving our members, who represent all relevant areas of youth travel, we have established quality standards that cover all important elements to ensure that safety guidelines are followed by tour operators, providers of youth accommodation and

educational and recreational programs. We also set up standards to ensure that professional advisory services are provided to travellers, parents and teachers likewise.

As a result of our long-standing work on quality management, Reisenetz provides the first integrated certification for tour operators and providers offering individual components and modules in the

industry – quality standards that apply to all important aspects of youth travel.

The „Reisenetz Quality Seal” is a prime indicator for safe youth travel. In order to join the Reisenetz network, all applicants agree to follow the Association’s guidelines and to meet the quality standards set up for their area of business.



FIELDS OF ACTIVITIES

To provide a good overview of the diverse competences of our members and the associated quality standards we have introduced different fields of activities.

SCHOOL TRAVEL

Providers of school trips perfectly combine their expertise of tourism and education. They provide their customers with expert advice and guidance in terms of suitable destinations, reliable service partners and programs matching the educational focus of the trip. Excellent market knowledge as well as large purchase volumes enable our members to offer competitive prices and a solid basis for the entire calculation.

GROUP TRAVEL AND FIELD TRIPS

Sports clubs, youth associations, church groups and similar organisations offer various trips in regards to their social youth work. While providing their own staff they often instruct professional tour operators to organise the touristic parts of the trip.

SUPERVISED HOLIDAYS

Children and young adults looking for supervised holidays will find a large number of suitable and qualified providers amongst our members. No matter if they are commercial tour operators or non-profit organisations, they all guarantee a high-quality supervision by well trained and very motivated staff.



ACCOMMODATION

Our members offer a broad range of diverse youth accommodation ranging from small country lodgings to historical castles and up to modern design and big city hostels, hosting some hundred travellers at the same time. Some of them offer demanding programs serving various interests. What they all have in common is the focus on the special needs and requirements of young travellers.

PROVIDERS OF EDUCATIONAL AND CULTURAL MODULES

An important group within our association! No matter if they are educational institutions like zoos or museums, operators of high rope courses or providers of team building activities - they enrich tour operators and travellers likewise with an innovative approach to create new educational and extracurricular programs.

TRANSPORTATION

This specific field shows the Association's holistic approach to youth travel as transportation is an essential element of each trip and an important factor to guarantee a positive overall experience. The majority of young travellers reach their destination by coach but the Reisenetz also provides a good platform for train services and airlines.



YOUTH TRAVEL DESTINATIONS



Each successful trip depends on a suitable destination, catering for the needs of young travellers! A good reason for bringing together tour operators and local tourism marketing organisations for a joint approach to develop a youth-friendly infrastructure within the holiday regions. Here again, Reisenetz stands out as an important and reliable

partner to achieve this common goal. Due to the fact that in the meantime we have been certifying service providers within the youth travel industry for more than 10 years it just made sense to transfer our focus on quality to destinations.

In 2015 Reisenetz founded the Youth Travel Academy and with their help we have now



got a consultation and certification procedure in place to support destinations to qualify as a Reisenetz certified youth travel destination.

The first two youth travel destinations which successfully completed the process are the market town Schliersee and the ARBERLand Region, both located in Bavaria.

EYCA – EUROPEAN YOUTH CARD

The European Youth Card Association (EYCA) is a non-profit organisation that represents 38 youth card organisations in 36 countries across Europe. All are committed to promoting youth mobility and active citizenship to more than 6 million cardholders.

Reisenetz e.V. became exclusive EYCA license partner in 2017 and is now introducing the European Youth Card to a potential of 18 million young people in Germany.

The European Youth Card is packed with attractive discounts on culture, accommodation, travel, shopping and more. Currently there are more than 75.000 discounts all over Europe.

German discounts, partners and further information can be found at www.jugendkarte.de



EUROPEAN YOUTH CARD FOR PARTNERS:

- Attractive offer for children and teenagers between 10 – 30 years
- Over 6 million cardholders
- International marketing opportunity through 90 European websites, 10 print and 23 online magazines of EYCA Members
- Participation in the EYCA network
- Access to a high-demand target group
- Supporting mobility and intercultural exchange of young people
- Emotionally positive access to the target group

REISENETZ 
**JUGEND
KARTE**



„I am a member of ‚Reisenetz‘ because youth travel providers in particular should undergo quality checks. For the end user, Reisenetz’s seal of quality is a vital indicator that young people can travel safely in the german-speaking world.”

Katrin Lengauer-Kaltner (young austria)

I AM A MEMBER OF ‚REISENETZ‘ ...

„I am a member of ‚Reisenetz‘ because I don’t want to miss out on information and discussion of important developments concerning children- and youth-travel. Beyond that I appreciate the cordial and committed atmosphere there.”

Sabine Bartels, (yo yo Camps)



„I am a member of ‚Reisenetz‘ because I want to know all the business rumors –especially about my own company – before I can read them in the internet.“

Jan Vieth (camp adventure)

„We are a member of ‚Reisenetz‘ in which we can find a very good network of youth tour operators who are actively involved in quality design and thus constitutes a vibrant trade Association – altogether a win-win-situation.“

Stefan Panke (Panke Sprachreisen)



„I am a member of ‚Reisenetz‘ because it enhances the quality of our language travel studies due to the ‚Reisenetz‘ quality guidelines.“

**Joachim Brötz
(FHC Sprachreisen)**

INTERESTED IN BECOMING A MEMBER?

For more information please contact us via email or telephone.

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