

## ruf Youth Travel – enjoy your moment

ruf Jugendreisen GmbH & Co. KG, based in Bielefeld, is Europe's number one travel operator for youth holidays. Every year, around 50,000 customers between the ages of 11 and 23 can book from our year-round programme. This includes summer holidays, overseas and city tours, skiing and snowboard holidays, group and school leaver tours, as well as language study tours and cruises. ruf Youth Travel organises travel to 60 worldwide destinations, including 20 exclusive ruf facility. At the holiday destinations, around 1,200 trained tour guides provide all-round support and ensure the holidays are well organised.



## Customer Satisfaction

More than a million young people have already booked their holiday with ruf, giving it a 98% customer satisfaction rate. In 2018, ruf Youth Travel was winner of the 'Deutschland Test, Focus Money and Service Value' test and was awarded a 'highly recommended' rating.

## Tour guide training

ruf Youth Travel runs Germany's largest youth tour guide academy. Training is provided centrally at the House of ruf in Bielefeld and is regarded throughout Europe as a unique and ground-breaking concept. Tour guides undergo a multi-phase selection process and training plan and receive training in legal and educational issues, as well as other relevant subjects. Training at the ruf Academy is conducted by qualified educators and social scientists, who work together with youth care workers, lawyers and school teachers to continually enhance and refine the seminars offered.

## Digitalisation

ruf conducts its sales through around 2,500 travel agencies and also has very successful online sales via its own website. Since 2017, the new online platform, 'Meine Reise/My Trip', has been improving ruf's service for its customers. Social media platforms play a key role in marketing. The number of followers on these platforms is growing all the time. In March 2019, it already had 126,000 followers on Facebook, 19,000 on Instagram, 4,100 on You Tube and around 7,000 on Snapchat. In 2016 and 2017, ruf Youth Travel won the Social Media Youth Travel Award.

## Working for ruf

A unique business culture, flat hierarchies, flexible working hours and models, as well as excellent training and advanced training opportunities make ruf an attractive employer. In the new House of ruf, a young team will find working conditions fit for modern life with rest, creative and co-working areas and the company's own Café Liebfeld. For tour guide training, it also has a training floor with seminar rooms, overnight accommodation for up to 30 guests and even a training kitchen.

## Awards & Quality

ruf Youth Travel has already won the German Tourism Prize (Deutscher Tourismuspreis) for its innovative and educationally valuable concepts. It has also repeatedly won awards for the quality, safety and high-quality supervision of its tours. Among others, ruf also has the 'TÜV approved service quality' seal.



## ruf Group

Under the umbrella of ruf Holding GmbH & Co. KG, the ruf Group brings together two specialist tour operators for young people and young adults: ruf Jugendreisen GmbH & Co. KG and offaeharte sprachreisen GmbH & Co. KG

## Zahlen der ruf Gruppe

Company name	ruf Holding GmbH & Co. KG
Managing partners:	Burkhard Schmidt-Schönefeldt, Kristina Oehler, Thomas Neumann
Registered office:	Bielefeld
Year founded:	1981
Employees at main offices:	85
Number of clients:	around 50,000 annually
Tour guides/tour assistants:	around 1,200 trained tour guides aged between 18 and 35
Website:	<a href="http://www.ruf.de">www.ruf.de</a> , <a href="http://www.offaeharte.de">www.offaeharte.de</a> , <a href="http://www.internationalprojects.com">www.internationalprojects.com</a>

## Summer an overseas destinations

Spain (Costa Brava, Costa Maresme), Italy, France, Croatia, Malta, Sweden, Germany, Austria, Bulgaria, England, Ireland, USA, China, Thailand, Malaysia, Singapore, Australia, South Africa, Japan, Scotland, New Zealand, Sri Lanka, Cuba, Costa Rica.

## Winter destinations

Obertauern, Flachau, Saalbach Hinterglemm, St. Johann in Tyrol, Zillertal

## Tour formats

- » Sommer holidays  
Starting age 11 | Starting age 14 | Starting age 16 | Starting age 18
- » Overseas and city tours  
Starting age 16 | Starting age 18
- » Cruises  
Starting age 16 | Starting age 18
- » Language study tours  
Ab 11 Jahren | Ab 14 Jahren | Ab 16 Jahren
- » Ski & snowboard holidays  
Starting age 14 | Starting age 16 | Starting age 18
- » School leaver tours
- » Group tours

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We are happy to arrange interviews with our press contact, provide expert opinions, give presentations or provide opportunities for press trips for a background story. The most recent press releases and pictures can be found on our press blog at [www.jugendreise-news.de](http://www.jugendreise-news.de).