

ruf – enjoy your moment

ruf Reisen GmbH is Europe's number one travel operator for youth holidays. With specialised programmes and 35 years of experience, ruf targets all age groups between the ages of 11 and 23. The company employs 85 members of staff at its headquarters in Bielefeld, Westphalia and is run by its managing partners, Thomas Korbus and Burkhard Schmidt-Schönefeldt. ruf Youth Travel was originally founded as an association in 1981 by Thomas Korbus and leisure education students.



Today, ruf Youth Travel organises travels to 60 worldwide destinations. Every year, around 73,000 young people book holiday packages including adventure, sport and cultural activities, as well as overseas, city and language study tours. The programme also includes skiing and snowboard holidays and group and school leaver tours. ruf offers a total of 25 exclusive ruf camps, clubs and hotels. At the holiday destinations, around 1,600 trained tour guides provide all-round support and ensure the holidays are well organised. ruf holidays have received several awards for quality and safety.

Since the company was founded, over a million young people have already booked their holiday with the travel operator. The company conducts its sales through around 2,500 travel agencies, as well as making direct sales on the internet. ruf Youth Travel is active on various social media platforms. The number of followers on these platforms is growing all the time. In January 2017, it already had 111,000 followers on Facebook, 8,500 on Instagram, 2,500 on YouTube and around 4,000 on Snapchat. In 2016, ruf Youth Travel won the Social Media Youth Travel Award in recognition of its success in this area.

Training tour guides at the ruf academy

Those who wish to work for ruf Youth Travel at holiday destinations have to first prove their skills at a ruf Academy training seminar which lasts several days. In each seminar unit, instruction on guest safety is included: supervisory duties, criminal law, youth protection laws and safety obligations are all on the agenda.

The ruf Academy is not only a training and advanced training academy for youth travel, but for 30 years has been the heart of social science and educational expertise behind ruf's travel offers. Here, concepts for special tour guide training and educational training of the holiday destination staff are developed. The training is conducted by qualified educators and social scientists which further refine the content and methods of the seminar annually together with educators, lawyers and teachers. The training and advanced training of our youth tour guides is unique and ground breaking in Europe.

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:

Association memberships of ruf Youth Travel

- » DRV Deutscher Reiseverband e. V. (German Travel Association)
- » BundesForum Kinder- und Jugendreisen e. V. (Federal Forum for Child and Youth Travel)
- » World Youth Student & Educational Travel
- » RDA Internationaler Bustouristik Verband e. V. (International Coach Tourism Federation e. V.)
- » IATA International Air Transport Association
- » Reisenetz e.V. Deutscher Fachverband betreuter Jugendreisen (Association of Supervised Youth Tours)

Publications

For more than 20 years, ruf Youth Travel has conducted accompanying social science research on youth travel topics. Since then, eight books have been published in the „Bielefelder Jugendreiseschriften“ series (Bielefeld's Youth Travel Writings). The latest book is entitled „Jugendreisen 2.0 - Analysen und Perspektiven“ (Youth Travel 2.0 - Analyses and Perspectives) (www.jugendreisen20.de).

Company name:	ruf Reisen GmbH
Managing partners:	Thomas Korbus Burkhard Schmidt-Schönefeldt
Registered office:	Bielefeld
Year founded:	1981
Employees at main offices:	85
Sales 2015/2016:	40.3 million EUR
Number of clients:	around 73.000 annually
Tour guides/tour assistants:	around 1,600 trained tour guides aged between 18 and 35
Accommodation:	141 hotels, clubs and camps in around 60 destinations
Tours/Round-trips:	20 tours worldwide, including 2 round-the-world trips
Website:	www.ruf.de

Summer and overseas destinations:

Spain (Costa Brava, Costa Maresme, Andalusia, Gran Canaria, Mallorca and Ibiza), Italy, France, Croatia, Malta, Sweden, Germany, Austria, Bulgaria, England, Iceland, Ireland, USA, China, Thailand, Malaysia, Singapore, Australia, South Africa, Japan, Argentina, Scotland, Canada, New Zealand, Sri Lanka, Cuba, Costa Rica.

Winter destinations:

Obertauern, Radstadt, Flachau, Saalbach Hinterglemm, St. Johann in Tyrol, Wildschönau, Zillertal, Innsbruck, Sölden, St. Anton.

Tour formats:

- » Summer holidays
 - Starting age 11 | starting age 14 | starting age 16 | starting age 18
- » Overseas and city tours
 - Starting age 16 | starting age 18
- » Language study tours
 - Starting age 11 | starting age 14 | starting age 16
- » 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.

