

About us

An overview of key information about schauinsland-reisen

Our history

1918 to today

Our values, our philosophy: schauinsland-reisen – holidays in best hands

schauinsland-reisen looks back on a long and successful company and family history. Founded on 1 October 1918, we are an established name in the tourism industry. For four generations, we have been driven by a passion for travel. A pioneering spirit, creativity and a healthy dose of courage have contributed to the steady and successful growth of the company. A key factor in this is economic solidity. As Germany's third-largest air travel operator, we are committed to quality and fairness – both towards our customers and our partners. Beyond that, loyalty to our location is very important to us. Our heart beats for the local football club MSV, for whom we have been a reliable partner and main sponsor for many years. In addition to sponsoring the Duisburg Zoo, we also support selected local clubs and social projects with which we have long-term and personal relationships. schauinsland-reisen demonstrates its commitment to corporate responsibility both at its headquarters in Duisburg and in the destinations it serves: We select our projects and industry initiatives deliberately and strategically – based on key drivers identified in our materiality analysis as well as the United Nations Sustainable Development Goals (SDGs) that are relevant to us.

1918-1932

On 1 October 1918, Erich Kassner, grandfather of the current CEO and Chairman of the Management Board Gerald Kassner, starts out with a 2-horsepower ladder wagon as a furniture removal and transport company. After the global economic crisis, the first major investment is made in 1932 – the move into passenger transport is complete. To name but one example, five of the company's tour buses/coaches are used to transport the famous FRATINELLI family of artists to their performances.

1933-1960

Geheimrat von Opel, a close friend of the Kassner family, helps the company acquire one of the first large transporters to be produced after the end of the war in 1945. After obtaining a licence for passenger shuttle services, the haulage business is discontinued in 1951 – from then on, the Kassner family concentrates on transporting guests under

the name 'OMNIBUSBETRIEB UND REISEDIENTST ERICH KASSNER'. The company enters the tourism industry in 1959 with the opening of the SCHAUINSLAND travel agency. Erich Kassner Junior and his wife Doris take over the family business as the second generation.

1961-1996

With LTU, the Kassner family succeeds in entering the air travel business – flights to Mallorca are operated weekly with Fokker and Caravelle aircraft. The 1970s and 1980s are a period of continuous growth for the company, with more and more destinations being added to the portfolio. Soon, the air travel business is growing faster than coach travel. With a starting capital of DM 300,000, schauinsland-reisen GmbH is founded in 1982 with Doris Kassner as Managing Director/CEO. In 1991, schauinsland-reisen ventures into long-haul destinations for the first time. The Dominican Republic and Jamaica are successfully added to the portfolio.

1997-2002

In 1997, another generational change takes place: Gerald Kassner carries on his mother's successful business in its third generation. In the 2000/2001 financial year, the revenue threshold of DM 100 million is broken for the first time. The sustainable growth of schauinsland-reisen is based on close partnerships with major German airlines and renowned hotels. As one of the first tour operators on the German market, the company successfully enters the flexible modular product market. The days of fixed travel dates and flight times are over – guests can now plan their holidays with complete flexibility.

2003-2010

In 2003, schauinsland-reisen celebrated its 85th anniversary with a major party in Duisburg. In the following years, the company continued to experience rapid growth – the tour operator achieved double-digit growth every year. As a result, the number of employees also increases, making a relocation necessary in 2006. After 88 years, schauinsland-reisen leaves its premises in Duisburg-Marxloh – the Kassners' former home – and moves to Duisburg's inner harbour. The City of Duisburg honours the company's loyalty to the city with a small ceremony to mark the signing of the lease at the town hall. The 90th anniversary is celebrated in 2009 with around 1,000 partners and travel agencies at Berlin's 'Adagio' as part of the ITB. That year, schauinsland-reisen surpasses the 500,000-guest mark. Just five years after moving to the inner harbour, the new offices are also becoming too small – time for a new extension.

2011-2019

In August 2011, the company moved into a 3,600-square-metre extension. In January 2014, schauinsland-reisen was awarded the Kaisermünzen Prize by the City of Duisburg in recognition of its outstanding contribution to the city. In the same year, three milestones in the company's history are reached: the one-millionth customer, the 300th employee and the new company logo. schauinsland-reisen is now one of Europe's largest package tour operators, with a turnover of €1.18 billion in the 2016/17 financial year and over 400 employees. The success story continues and reaches another high point in 2018 with the company's 100th anniversary and the move into its second new 6,600-square-metre building at Duisburg's inner harbour.

2020-2022

In spring 2020, the COVID-19 pandemic causes an unprecedented disruption, facing the entire tourism industry with a monumental challenge. Due to global travel restrictions, schauinsland-reisen alone has to cancel more than 100,000 bookings and refund 70 million euros in customer funds within six weeks. Employees work around the clock to continue to be available to customers, travel agencies, hotels and airline partners in addition to handling administrative tasks. The high level of service orientation and close cooperation with stationary travel agencies is once again paying off during this period: schauinsland-reisen is initially losing revenue during the pandemic years but gaining enormous trust among customers and partners. schauinsland-reisen is emerging from the crisis stronger than ever and is the first major tour operator to end short-time working in June 2021. Despite some ongoing travel restrictions, the number of guests is already growing to over 1.7 million in the 2021/22 financial year, while the revenue is rising to 1.86 billion euros.

2023-2024

The corporate group continues to grow in the following years. In 2023, schauinsland-reisen acquires a majority holding in the airline Sundair and its Croatian sister company Fly Air41. In addition, the travel agency cooperation Alpha (which now also includes all holdings in the Holiday Land franchise brand) is taken over entirely by schauinsland-reisen. In 2024, another investment follows with the majority takeover of long-haul travel and modular holiday specialist Explorer, massively expanding the range of tourist services on offer. Further investments are also made in the company's own hotels. By February 2024, the company's own Spanish hotel chain R2 has a total of eleven hotels on Fuerteventura, Lanzarote and Mallorca. Furthermore, in November 2024, the renowned travel agency Meimberg, based in the Münsterland in the northern part of Northrhine-Westphalia, and all nine travel agencies of Blum Holiday-Tours GmbH, the

largest travel agency chain in the Rhine-Neckar metropolitan region, are taken over. From then on, the corporate group owns more than 70 travel agencies.

Strong business development moves schauinsland-reisen up to third place in the ranking of Germany's leading air travel/package tour operators. The team grows to over 700 employees. During this time, Steffen Kassner joins the company as the fourth generation. In the summer of 2024, he is officially appointed Managing Director and runs schauinsland-reisen together with his father Gerald Kassner.

In 2024, the ESG (Environmental, Social, Governance) team at schauinsland-reisen was founded. The “Travel with a Future” product line offers vacationers and travel agency partners reliable guidance in selecting sustainably certified hotel options: To this end, schauinsland-reisen curates accommodations that have been audited by independent certification bodies based on internationally recognized sustainability standards—including those of the Global Sustainable Tourism Council (GSTC). The underlying criteria are transparent, traceable, and verifiable. The tour operator’s own hotel holdings have also been certified according to GSTC-recognized standards since the end of 2025.

2025 to present day

In collaboration with the Fly & Help Foundation, another school complex was officially opened at Mfenesini Primary School in Zanzibar – an important long-haul destination for schauinsland-reisen – to provide approximately 240 students with an improved and safe learning environment. Plans are already underway to fund another school project on the Tanzanian mainland to promote better educational opportunities for children there as well.

In January 2026, the management team is joined by long-standing internal executives Markus Förster (CCO) and Detlef Schroer (CSO). Sascha Leutner joins the management board on 1 July 2026 and takes on the role of Chief Executive Officer (CEO) on 1 January 2027. The decision is part of the ongoing development of the management structure. As part of this process, Steffen Kassner steps back from his role as Managing Director on 1 September 2026. Together with his father, Gerald Kassner, he moves to an advisory board on 1 January 2027, where they continue to play a central role in the company’s strategic expansion. schauinsland-reisen remains a family-run business.