

COMPANY PROFILE

schauinsland-reisen: Holidays in best hands

Duisburg, July, 2026 — schauinsland-reisen is a medium-sized, independent tour operator based in Duisburg that specialises in package holidays. The family-owned company looks back on over 100 years of history and is now one of Europe's leading tour operators. As Germany's third-largest package tour operator, schauinsland-reisen ranks among the top ten in the European tourism industry.

In the 2024/25 tourism year, schauinsland-reisen reached a new milestone: 2.05 million guests placed their trust in the company's expertise. The corporate group's revenue rose to 2.9 billion euros, underlining the tour operator's economic strength and sustainable growth. In January 2026, schauinsland-reisen was awarded the prestigious Globus Award for the ninth time.

Our history – success built on responsibility

Founded on 1 October 1918 as a transport and later bus company, schauinsland-reisen has continued to develop over the decades. The company entered the tourism industry in 1959 with the opening of the SCHAUINSLAND travel agency. In 1961, the first flights to Mallorca were offered. As a result, schauinsland-reisen is one of the most experienced providers of flight package tours in Germany.

Despite its strong growth, the company has remained true to its roots. Duisburg has been the headquarters and home of schauinsland-reisen since its founding. Economic success and social responsibility go hand in hand.

Family with vision – management with strategy

schauinsland-reisen is currently run by the third and fourth generations of the Kassner family. Gerald Kassner, CEO and Chairman of the Management Board, has been leading the company since 1997 with vision, continuity and a clear strategic focus. Since 2024, his son Steffen Kassner has joined the management team and is actively shaping the further development of the family business in its fourth generation.

Since 2026, the management team has been strategically strengthened: Detlef Schroer, as Chief Sales Officer (CSO), is responsible for the entire sales division and close cooperation with travel agency partners. Markus Förster, as Chief Commercial Officer (CCO), manages the commercial departments of the company and is responsible for product strategy, purchasing and further development of the portfolio. On 1 July 2026, Sascha Leutner additionally joined the Executive Board. He will take on the role of Chief Executive Officer (CEO) on 1 January, 2027.

As part of the ongoing development of the management structure, Gerald and Steffen Kassner will

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both move to an advisory board on 1 January, 2027. There, they will continue to play an important role in the strategic development of the company. schauinsland-reisen thus remains a family-run business characterised by short decision-making processes, collaborative working relationships and a sustainable approach to corporate development.

Travel that inspires

The travel packages offered by schauinsland-reisen combine high quality with maximum flexibility, enabling customers to tailor their holidays to their individual needs. As a pioneer of dynamic packaging, the company provides its guests with a wide range of combination options. Package holidays are at the heart of the portfolio and are complemented by flexible modular trips and individually combinable travel options.

The main destinations offered by schauinsland-reisen are the Balearic and Canary Islands, Turkey, Egypt, Tunisia, Greece, Bulgaria and Portugal. In addition, the company has recorded particularly strong growth over the past financial year in international destinations, the United Arab Emirates and long-haul destinations such as Thailand and the Maldives.

With more than 5,000 hotels in over 60 destinations, schauinsland-reisen cooperates with almost all renowned international hotel groups. The range of services is complemented by long-term partnerships with all well-known airlines, enabling departures from almost all German and many Austrian and Swiss airports.

Corporate group and holdings

In addition to the tour operator, the schauinsland-reisen Group owns several hotels in various destinations and more than 70 travel agencies. The company also holds majority holdings in the airlines Sundair and FlyAir41, as well as in the modular travel specialist Explorer.

These strategic holdings strengthen the value chain, enable exclusive products and ensure long-term quality and reliability.

Shared responsibility

The company has been based in Duisburg since its foundation and has been located in the inner harbour since 2006. More than 700 employees are committed to the common goals. The corporate group employs around 2,200 people worldwide.

For schauinsland-reisen, responsibility does not end with its operational business. The company is socially committed, supports regional and national social and charitable projects, and is also active as a sponsor in sports, including football.

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Commitment to sustainability

The sustainability management at schauinsland-reisen is comprehensively committed to social, economic and ecological responsibility and is guided by the United Nations' Sustainable Development Goals (SDGs). The company focuses on resource-efficient management in Duisburg and worldwide. Furthermore, schauinsland-reisen is committed to educational and climate protection projects as well as cultural diversity in many tourist destinations.

With its own product line 'Reisen mit Zukunft' (Travel with a Future), the tour operator focuses on hotels that are certified according to the GSTC standard and offer particularly sustainable travel experiences. Additionally, initiatives such as the opening of a school building in Zanzibar with the Fly & Help Foundation and a joint fundraising campaign with the WWF to recover ghost nets in the Mediterranean Sea underline the company's commitment to sustainability. In this way, schauinsland-reisen is taking a clear stand for social responsibility and future-oriented action.