





**Founded in
Dublin in 1999**

16,000 properties
in
182 countries

~80% of
customers aged
18 to 35

71% are solo
travellers

88%
see Hostels as a
sustainable choice

~80% book shared
accommodation

Millennials & Gen Z fuelling global travel growth

Millennial/
Gen Z are
driving global
travel growth



Making
conscious
decisions to
travel more
sustainably

60%+

Millennials and Gen Z say they are likely to consider sustainable travel options

4.9bn

Millennial and Gen Z people – largest population cohorts in the world

1 in 4

Millennial and Gen Z planning to travel in next 6 months



58%+

Travel overland where possibly taking bus or train instead of flying

And consider hostels the most sustainable travel option

Sharing aspect
driving
sustainability

80%

Consider hostels to be more sustainable because of shared spaces

50%+

Refer to reduced water and electricity usage in hostels



Hostels are the
most sustainable
travel option

70%

Cite climate change as their number one concern currently

20%

Hostel vs hotels emissions tCO₂e on a bed per bed basis



The hostelling category is unique in the accommodation landscape

Supply

Dorm and private rooms with large communal areas

Lowest cost/night:
~ 25% of 2 star hotels

~80% are independent owner operated businesses

Located in & give back to local community – upcycled buildings, support local businesses, featured local artists



Sustainability

Most sustainable option:
Lower Sq M footprint
20% tCo₂e of Hotels

Lower water consumption & waste, less laundry requirements

Low food production & minimal food waste, communal kitchen key part of shared facilities

Significantly less packaging & plastic due to low bedding, toiletries etc

Growing importance of sustainability in hostels



56% of our partner hostels report that they are already participating in sustainable initiatives

A further 37% want to get involved & and want our support to do so

Financial constraints cites as primary blocker to progress

Least developed in gaining any kind of recognition or measurement

60% favour badging system to highlight efforts



- Second edition of '**Understanding the carbon impact of hostels vs. hotels**' published with Bureau Veritas
- **Responsible Travel categories** in our annual HOSCAR awards
- Engaged Bureau Veritas to work with the Global Sustainable Tourism Council (GSTC) standards to **adapt criteria for the independent Hostel category**
- Developed a **bespoke sustainability measurement / management system** with Bureau Veritas using these adapted standards



Staircase to Sustainability

Staircase to Sustainability



Level 1 - The hostel starts practices for positive social and environmental impacts for their staff, community, and customers, meeting criteria in four areas.



Level 2 - The hostel documents and measures sustainability progress, focusing on environmental, social, and cultural best practices, building on Level 1.



Level 3 - The hostel commits to ongoing sustainability improvements with a comprehensive strategy for significant impact, aiming for certification by a GSTC-accredited body.



Level 3+ - The hostel meets all criteria from Levels 1-3 and earns GSTC certification, demonstrating industry-leading sustainability practices.



Staircase to Sustainability

HOME OVERVIEW 525 LEVELS SUSTAINABILITY MANAGEMENT SOCIO-ECONOMIC CULTURAL IMPACT ENVIRONMENTAL IMPACT GTC

Staircase to Sustainability

Start your hostel's sustainability journey

Staircase to Sustainability has been designed to help you manage and coordinate your approach to sustainability, working towards certification and communicating your best efforts to customers and other key stakeholders. This framework has been developed specifically for hostels, aligned with the Global Sustainable Tourism Council (GSTC) criteria.

[Get Started](#)

Why join the Staircase to Sustainability?

Whether you've already taken steps to make your hostel more environmentally friendly, or you're just starting out, the Staircase to Sustainability framework will support your hostel by:

- Helping you review, compare, and communicate your sustainability efforts to customers and other stakeholders.
- Storing your sustainability data in a centralised tool, enabling better measurement and analysis.
- Making it easier to identify policy gaps and improvements, helping your team raise standards and ensure that sustainability efforts progress.
- Preparing your hostel for certification, gaining recognition for your sustainability practices.

How it works

You will measure your hostel's performance against criteria listed under the four pillars in the Staircase to Sustainability. The pillars are identical to the GSTC framework's pillars, but the criteria have been tailored specifically for the hostel industry, accounting for the unique sustainability advantages compared to other accommodation types.

The four pillars:

- Sustainable Management
- Socio-economic Impacts
- Cultural Impacts
- Environmental Impacts

Once you begin submitting your activity, you'll start working towards the different levels within the Staircase to Sustainability. Each time you achieve a new level, you'll receive the corresponding badge, which means we can showcase your efforts to our environmentally conscious travel audience.

[Submit Activity](#)

We hope you are ready to share all the great things your hostel is doing and work towards achieving a new level on the Staircase to Sustainability.

[Submit Activity](#)

Search

Filters

Sustainable Level 2

The property is dedicated to sustainability measures, prioritizing eco-friendly practices in its operations, from reducing waste and conserving energy to supporting local initiatives.

Unique opportunity to influence the largest travel population on the planet

For our partner Hostels...

- Provide a sustainability framework that removes time, cost & resource constraints
- Lean on the peer-to-peer power of the hostel community to educate and inspire
- Continue to harness the sector benefits we know to be true

For our collective Customers...

- Showcase the efforts hostels are making enabling customers to make the sustainable choice
- Use our social network capabilities to surface relevant hostel-based activities to customers
- Capture customer feedback to help hostels reach next level of sustainability

For Hostelworld...

- Continue to promote hostels as the most sustainable accommodation choice
- Collaborate with other industry leaders to drive our collective mission forward
- Sustainability at the core of how we operate

A high-angle, top-down photograph of a diverse group of people celebrating. They are gathered on a paved outdoor area, possibly a rooftop or courtyard, with a white paper lantern hanging in the upper left. The scene is filled with a thick shower of multi-colored confetti (red, yellow, blue, green, pink) falling from above. Many people have their hands raised in the air, some with palms facing up, as if they have just thrown confetti. The individuals are smiling and looking upwards, creating a joyful and energetic atmosphere. The lighting is warm, suggesting late afternoon or early evening. The overall composition is centered around the text 'Thank You' which is overlaid in the middle of the image.

Thank You