

#### Millennials & Gen Z fuelling global travel growth

Millennial/
Gen Z are
driving global
travel growth



Making conscious decisions to travel more sustainably 60%+

Millenials 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

20%

Hostel vs hotels emissions tCO<sub>2</sub>e on a bed per bed basis 70%

Cite climate change as their number one concern currently





### 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% tCo<sub>2</sub>e 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



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.



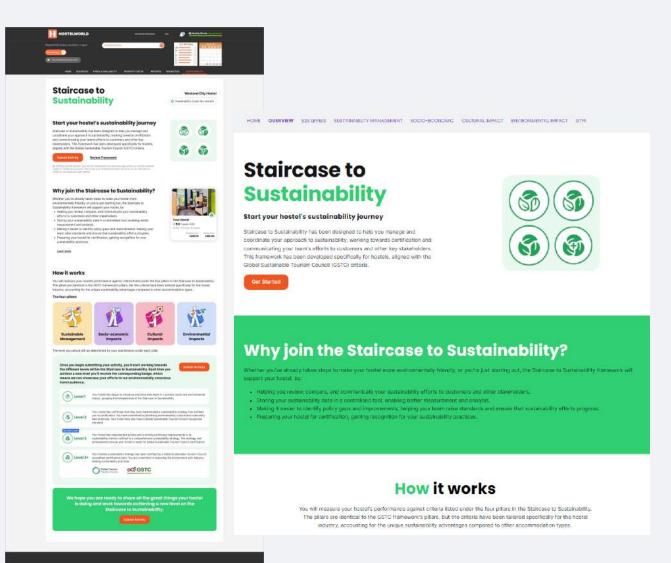
Level 3 - The hostel commits to ongoing sustainability improvements with a comprehensive strategy for significant impact, aiming for certification by a GSTC-accredited body.



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

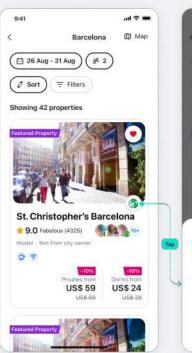


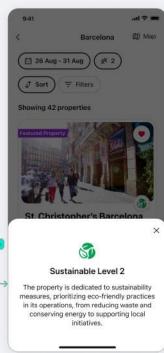
# Staircase to Sustainability

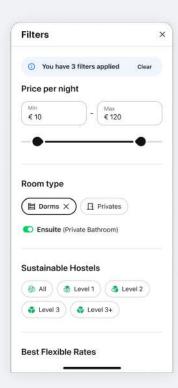


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#### Unique opportunity to influence the largest travel population on the planet

For our partner Hostels...

- Provide a sustainability framework that removes time, cost & resource constraints
- Lean on the peer-topeer 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



