



About Hostelworld



**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**



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

**Making
conscious
decisions to
travel more
sustainably**

60%+

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

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

82%

Less emissions in hostel vs hotel 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
tCo₂e v 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

Time & resourcing cited as primary blocker to progress

Least developed in gaining any kind of recognition or measurement

60% favour badging system to highlight efforts



Staircase²Sustainability



Level 1



Level 2



Level 3



Level 3+

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Staircase to Sustainability

Westend City Hostel | Sustainability Level: Not started

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 teams efforts to customers and other key stakeholders. This framework has been developed specifically for hostels, aligned with the Global Sustainable Tourism Council (GSTC) criteria.

[Submit Activity](#) | [Review Framework](#)

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.

[Learn more](#)

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**

The level you unlock will be determined by your submissions under each pillar.

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](#)

Level 1 | Your hostel has begun to introduce practices that result in positive social and environmental impact, grasping the fundamentals of the Staircase to Sustainability.

Level 2 | Your hostel has confirmed that they have implemented a sustainability strategy that will lead you to net-zero. You have committed to creating environmental, cultural and community best practices. Your framework also meets a Global Sustainable Tourism Council recognised standard.

Level 3 | Your hostel has implemented systems and is taking continuous improvements in its sustainability needs to address its comprehensive sustainable strategy. The strategy and achievements ensure your hostel is ready for Global Sustainable Tourism Council certification.

Level 3+ | Your hostel's sustainability strategy has been verified by a Global Sustainable Tourism Council accredited certification body. You are committed to improving the environment with industry leading sustainability practices.

[Global Sustainable Tourism Council](#) | [GSTC](#)

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](#)

[HOME](#) | [OVERVIEW](#) | [ESG LEVELS](#) | [SUSTAINABILITY MANAGEMENT](#) | [SOCIO-ECONOMIC](#) | [CULTURAL IMPACT](#) | [ENVIRONMENTAL IMPACT](#) | [GTR](#)

Staircase to Sustainability

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[Get Started](#)

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Staircase to Sustainability
HOSTELWORLD

Staircase to Sustainability - Level 1

Hostelworld

26 Questions

[START →](#)

Sustainable Management Pillar

This pillar is focused on the development of effective sustainable management. This comes with creating a management structure and framework for sustainability, increasing stakeholder engagement, and managing changes.

7 Questions

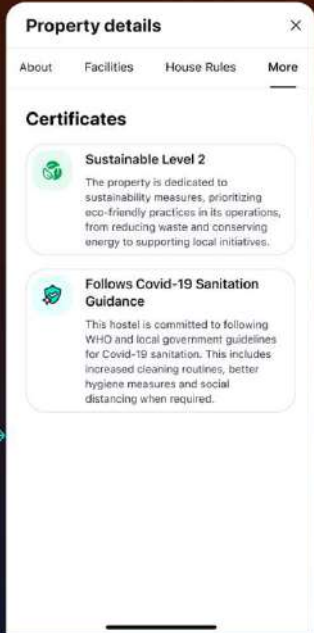
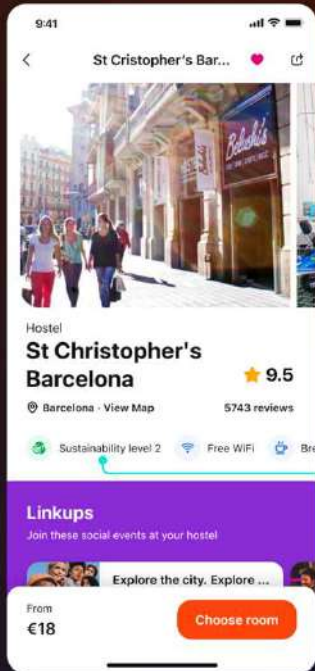
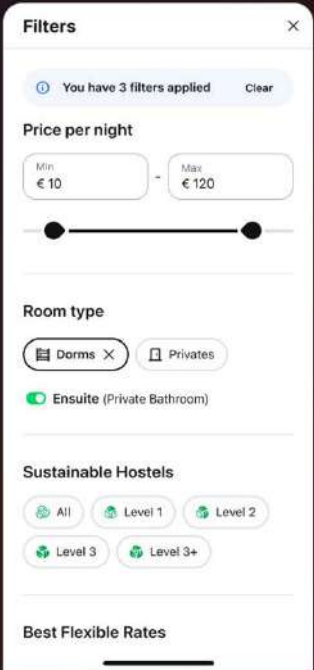
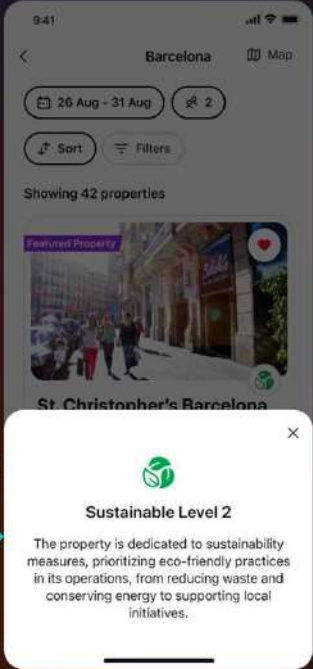
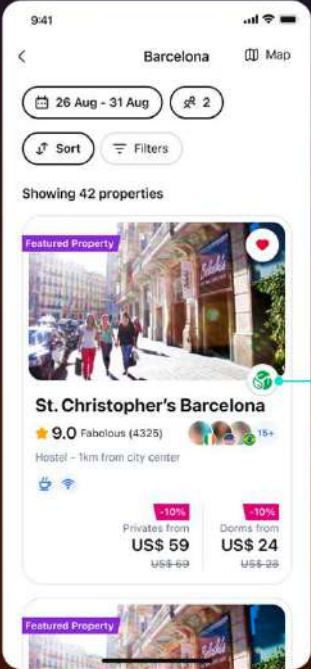
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Staircase2Sustainability

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Sustainability



Bikepacking Holland: the ultimate guide to exploring the Netherlands

[Bikepacking Holland](#) | Posted on [March 21, 2024](#)

You've heard of backpacking, travelling with all your worldly possessions on your back through countries of different cultures. And if you know much about cycling in central to daily life. Mix the two and you get bikepacking, swapping joints on overnight buses for journeys on two wheels. Eco-friendly, wallet-friendly...

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More Like This: [Holland](#), [Sustainability](#), [The Netherlands](#)



How to find sustainable accommodation when you travel

[Michaela Fenton](#) | Posted on [February 27, 2023](#)

Choosing the right accommodation is so much more than finding a place to sleep, especially when it comes to sustainable stays. Making the right choice means looking at the bigger picture, wider than you and your travels. Accommodation can positively or negatively impact communities – from bringing income to local businesses, to harming housing markets...

[Read more](#)

More Like This: [Responsible Travel](#), [Sustainability](#)



Sustainability Stories: Championing Accessibility at INOUT Hostel

[Michaela Fenton](#) | Posted on [February 21, 2024](#)

Accessibility in travel has come a long way, with transport and accommodation providers realising that they need to cater to travellers with extra physical, neurological and mental health needs. But many travel providers are still learning, including hostels. To hear from a hostel that's getting accessibility right, we headed to Barcelona, to meet INOUT hostel...

[Read more](#)



Understanding the carbon impact of hostels vs hotels 2023 (2nd edition)

A research conducted by Bureau Veritas in partnership with Hostelworld



Responsible Travel Award winners

SO MANY of our 16,000+ hostel partners are doing incredible things to help make our world a better place and ensure you have the adventure of a lifetime. These awards celebrate the hostels going above and beyond in the environmental, community and cultural spaces.



The Eco Warrior La Ponderosa Reserve Santa Marta, Colombia

This off-grid regenerative eco-hostel is surrounded by 73 hectares of Colombian jungle and offers a sustainable adventure with solar power, local food and workshops to reconnect with nature.



The Community Superhero Rio Hostel Buritaca Santa Marta, Colombia

This jungle hostel gives guests the opportunity to volunteer at the Rio Foundation, which runs weekly educational, sporting and environmental programmes for local children. It has a high volunteer satisfaction rate, and runs services for guests like tubing, hikes and catara tours.



The Culture Champion Hidden Garden Hostel Chiang Mai, Thailand

This centrally located hostel features a hostel and welcoming atmosphere for travellers with cultural experiences, cooking classes, festival celebrations and Thai dining room.



Skift

[Short-Term Rentals](#)

Hostelworld Launches Framework For Sustainability Certification For Its Hostels

Srividya Kalyanaraman
Feb 27, 2024 11:50 am

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lighthouse Accurate, real-time hospitality data [Learn More](#)

Press Release Environment & Sustainability


Hostelworld Joins Forces with the Global Sustainable Tourism Council to Create a New Sustainability Framework for the Hostel Industry

Drawing on new research which reveals that hostels are significantly less carbon intensive compared to hotels, the ambitious framework will help hostels communicate their status as a highly sustainable accommodation option for travellers

Hostelworld Group
11 min read · 27 February 2024 [Follow](#)

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Hostelworld Joins Forces with the Global Sustainable Tourism Council

Hostelworld unveils a new framework dedicated to communicating and elevating sustainability practices in the industry, marking a significant step towards a greener future for travel

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Hostelworld, GSTC team up for dedicated sustainable hostel framework

Tuesday, 12 Mar, 2024 0



Hostelworld Group
46,758 followers
6h · [🌱](#)

Say hello to the Staircase to Sustainability! 🌱🌿

We've been busy working behind the scenes on our new hostel sustainability framework and now we're excited to say that it's LIVE! We've already onboarded many hostels across all levels, with more on their way 🥳

The Staircase to Sustainability is built in line with **Global Sustainable Tourism Council (GSTC)** criteria, specifically for the independent hostel sector. The framework helps hostels show customers and other stakeholders the incredible sustainability practices they've put in place, while allowing customers to search and filter for sustainable hostels using our shiny new badging system.

Based on the information they provide, hostels will be placed into one of four levels: levels 1, 2, 3, and 3+ and we're excited to see many working their way up the ranks already!

We are proud to continue promoting hostels as one of the most sustainable accommodation types and to work with our hostel partners on their sustainability journeys 🌍

[#StaircaseToSustainability](#) [#Sustainability](#) [#Hostelworld](#) [#GSTC](#)
[#SustainableTravel](#) [#SustainableTourism](#)



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
- Move towards having Staircase to Sustainability recognised as a category standard

