



ABOUT HOSTELWORLD





**Founded in
Dublin in 1999**

**Online
marketplace
for hostels**

**16,000
properties
in 170
countries**

**~80% of
customers
aged 18 to 35**

**~80% book
shared
accommodation**

**14.1 Million
Reviews October
2022**

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%+

Millennials 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

25%

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
25% 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

Acknowledging importance of sustainability in sector

Introducing Category Credentials

- Commissioning research proving Hostels are the most sustainable travel option – Bureau Veritas Emission Report
- Adding new Sustainability categories to our annual HOSCARS awards
- First OTA signatory of the Global Tourism Plastics Initiative, addressing root causes of plastic pollution

“Online booking platforms such as Hostelworld are key to scaling up of tourism industry action on circular economy of plastics.....we hope other industry stakeholders will follow the example of Hostelworld’s frontrunner action.”

Global Tourism Plastics Initiative



Staircase to Sustainability program

- Working with GSTC to adapt standards criteria for the independent Hostel industry
- Developing a bespoke sustainability measurement / management system with Bureau Veritas using these adapted standards
- Sustainability framework & highlighting process live during 2023



Unique opportunity to influence the largest travel population on the planet

For Hostels...

- Continue to harness the sector benefits we know to be true
- 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

For 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

