



Press release, January 2009

Hostel bookings reach new all time high

The economic downturn is not affecting all businesses. Contrary to many other types of accommodation, youth hostels are becoming increasingly popular. In 2008 Hostelling International noted an all time high on the global hostel booking website www.hihostels.com. The growth was over 14 percent compared to the year before.

hihostels.com is the website of Hostelling International, the brand name of youth hostel associations in over 80 countries, operating 4 000+ hostels. In 2008, overnight stays worth 22.4 million GBP were booked on *hihostels.com*.

There are two main reasons for the impressive 14 percent booking increase, according to Mikael Hansson, CEO of Hostelling International.

“Hostelling International is the only hostel operator offering a global network of hostels with assured standards. Also we have a unique membership benefit programme attracting almost 4 million members worldwide. Members are not only offered beneficial prices on accommodation, but also attractive discounts on a huge variety of activities and packages.”

In total, there were close to 1.4 million overnight stays booked on *hihostels.com* during 2008. The countries showing the biggest increases in overnight stays booked on *hihostels.com* were USA, France, Switzerland, Argentina and Belgium. When it comes to individual hostels, 3 Paris hostels are on the top 5 list. *Le d'Artagnan* is number 1, *Clichy* number 2 and *Jules Ferry* number 5. The most frequent hostel bookers are the Spaniards. Spain is top of the list of the biggest customer countries followed by France, Germany, USA and England & Wales. Another interesting fact is that the growth didn't slow down at the end of the year. In December for instance, growth in bookings was at 7.5 percent.

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About Hostelling International

Hostelling International represents Youth Hostel Associations worldwide. Today, Hostelling International offers its 4 million members a choice of over 4 000 accommodation centers in 80 countries worldwide, with around 1 300 now bookable online at www.hihostels.com. Despite their name, youth hostels are open to people of all ages in virtually every country where they are located. They offer a good standard of accommodation in friendly surroundings at affordable prices and an interesting range of activities.



hihostels.com 2008 in figures

	2008	2007	Growth
Revenue GBP	22 400 096	16 865 119	32.8 %
Bookings	327 458	286 453	14.3 %
Overnight stays	1 388 126	1 223 169	13.5 %
Unique visitor sessions (total)	12 818 758	10 910 213	17.5 %
Unique visitor sessions (daily average)	35 024	29 891	17.2 %

Top destination countries

(booked on hihostels.com)

Destination country	Overnight stays
1. France	269 695
2. USA	174 111
3. England & Wales	87 123
4. Italy	85 794
5. Spain	58 842
6. Argentina	54 350
7. Norway	51 180
8. Netherlands	51 007
9. Switzerland	42 861
10. Belgium	40 218

Top customer countries

(booked on hihostels.com)

Customer country	Overnight stays
1. Spain	161 161
2. France	159 492
3. Germany	135 381
4. USA	123 183
5. England & Wales	101 177
6. Brazil	80 132
7. Canada	74 664
8. Japan	68 698
9. Australia	60 637
10. Switzerland	29 875

Top hostels

(booked on hihostels.com)

	Hostel	Overnight stays
1	Paris - Le d'Artagnan (France)	55 846
2	Paris Clichy (France)	41 807
3	HI - New York City (USA)	39 821
4	HI - San Francisco Downtown (USA)	33 137
5	Paris - Jules Ferry (France)	25 781
6	London Central YHA (UK)	24 031
7	Roma - Foro Italico - AF Pessina YH (Italy)	21 320
8	Barcelona - Rambles Center (Spain)	18 832
9	Nice Camélias (France)	17 999
10	Venice - Venezia (Italy)	17 912