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%+
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

25%
Hostel vs hotels emissions tCO₂e 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 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 cite as primary blocker to progress.

Least developed in gaining any kind of recognition or measurement.

60% favour badging system to highlight efforts.
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

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

“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

Acknowledging importance of sustainability in sector
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