

CAN HUMOUR TRAVEL? COMEDIAN PHIL WANG FINDS OUT...

- Comedian Phil Wang travelled to Indonesia to prove once and for all if humour can travel
- The award-winning comic uses Hostelworld's new in-app 'Speak the World' translator, which instantly translates up to 43 languages¹, to see if his humour can tickle the locals' funny bones
- Video available on Hostelworld's [YouTube channel](#) and photography content available upon request

Hostelworld, the largest online hostel-booking platform sparking social experiences, and Comedian Phil Wang have attempted to answer one of life's great questions – can humour travel?

Phil Wang – a regular on 'Live at the Apollo', 'Have I Got News for You', and '8 out of 10 Cats Does Countdown' – packed a backpack with his best gags and set sail to Indonesia to see if his translated quips could tickle the locals, and find out whether their favourite funnies could make even a professional comedian chuckle.

In order to seamlessly communicate his jokes, Phil used the new 'Speak the World' feature on the Hostelworld app, which uses Google Translate technology to instantly translate up to 43 languages. Users simply select the desired language and speak into the microphone of their device, and it instantly translates and 'speaks' the words.

Speaking about his adventure, comedian Phil Wang said:

"Does humour travel? As I found out on my recent trip to Indonesia: no. Well, not always. Humour relies on (among other things) language, culture, history, politics and tradition – all of which change depending on where in the world you are. But some things are universally funny – the sudden brandishing of a sickle, a pratfall in a volleyball game, and, as it turned out, 'yo mama' jokes.

"With the 'Speak the World' feature, I was able to converse with people from all over the globe casually and fluently enough for these unexpected laughs to arise naturally. Perhaps one day a joke will be written that works everywhere, but until then, the funniest moments will continue to come from out of nowhere in happy conversations with new friends."

Otto Rosenberger, CMO at Hostelworld, said:

“Travelling the world is one of the most rewarding experiences in life, yet many still worry that their language skills will let them down while abroad.”

He continued: “That’s why we’ve added Google Cloud translation software into our hostel-booking app, so people can not only find incredible affordable accommodation at the touch of a button, but also seamlessly converse in up to 43 languages in a fun way – helping open up the world and allow travellers to go even further off the beaten track.”

In the video, Phil also demonstrates the translator’s comedic mouth and lips feature, which move on the device’s screen as the words spoken, providing the ultimate fun icebreaker when meeting new people (images available).

The fun theme for the Google Cloud Translate API was developed in close creative collaboration with Google and its Creative Think Tank The ZOO as part of Hostelworld’s global brand and product innovation strategy.

The Hostelworld app with the ‘Speak the World’ feature is available to download on iOS and Android from the [Apple AppStore](#) and [Google Play](#).

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About Hostelworld

Hostelworld, the largest online hostel-booking platform sparking social experiences, inspires passionate travellers to see the world, meet new people and come back with extraordinary stories to tell. Hostelworld customers are not your average tourists; they crave unique experiences that Hostelworld facilitates with the best choice of hostels around the world. It’s the social nature of hostels that turbo-charges their global adventures and empowers them to Meet the World.

Hostelworld has over nine million reviews across 35,000 properties in more than 180 countries, making the brand the leading online hub for social travel. The website and mobile app operates in 19 different languages.

The Hostelworld Group went public in November 2015, listing on the main London and Dublin stock exchanges. Headquartered in Dublin, Hostelworld has offices around the world in London, Shanghai, Sydney and Seoul and was recently recognized as a Best Workplace for 2016 by the Great Places to Work Institute.

¹ The full list of 43 languages is: Afrikaans, Arabic, Basque, Catalan, Chinese (Hong Kong, Standard, Taiwan), Croatian, Czech, Danish, Dutch (Belgium, Netherlands), English (American, Australian, Ireland, South African, United Kingdom), Filipino, Finnish, French (Canada, France), Galician, German, Greek, Hebrew, Hindi, Hungarian, Icelandic, Indonesian, Italian, Japanese, Korean, Lithuanian, Malay, Norwegian, Persian, Polish, Portuguese (Brazilian, European), Romanian, Russian, Serbian, Slovak, Slovenian, Spanish (Castilian, Mexican), Swedish, Thai, Turkish, Ukrainian, Vietnamese, Zulu.