

NICE ONE GEYSER! ICELAND TO SEE TOURISM BOOST THANKS TO EURO SUCCESS

Iceland is set for a huge tourism boost thanks to their European Championship football success.

According to site data from [Hostelworld](#), the global leading hostel accommodation platform, enquiries for accommodation in Iceland have increased by a massive 58% since the tournament started on 10 June compared to the same period last year.

And despite the Icelandic national team knocking out England in the tournament, UK residents were responsible for the second-most searches, just behind the USA.

While Iceland has seen the biggest increase in global customer enquiries, Slovakia (15% increase), Portugal (9%), Poland (8%) and Germany (3%) are the other nations featured in the tournament that have also all seen increases year-on-year compared to the same period in 2015. *(See appendix for top accommodation options in these areas).*

Icelandic searches peaked on 3 July in the quarter-final against France when enquires more than doubled (increase of 116%), which was the biggest increase of any country in the tournament. This was followed by Slovakia, with enquires rising by 44% on the 27 June following the team's defeat to Germany the night before. Enquires for victors Portugal increased by 24% the day after the final.

As for other tournament heroes Wales, while not experiencing increased enquiries throughout the tournament, there were significant spikes in interest (55% increase) the day following the victory against Russia and during the match against Northern Ireland (21 and 25 June).

Otto Rosenberger, Chief Marketing Officer at Hostelworld, said: *"Global sporting events are not only great spectacles, but really shine a spotlight on countries that you may have never thought to visit before. This is especially true when we've been on a journey with a national team, like Iceland stunning the world by reaching the quarter-finals, or Portugal winning their first European Championship after losing their star player."*

“Whether it’s watching Icelandic geysers, sipping some of Portugal’s famous port or wandering around Slovakia’s historic castles, we know hostellers seek new experiences and people to share them with, so it makes complete sense that we’ve seen hostel enquires significantly increase in these amazing but lesser known countries.

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Appendix – Top Hostels by Destination

Top hostel picks for Iceland

- **Kex Hostel** (Reykjavik) – a former biscuit factory but now a hostel, bar, restaurant and jazz club. In the words of Kex “follow the river and you will find the sea”
- **Loft Hostel** (Reykjavik) – boasts one of the finest views in town with its large rooftop terrace overlooking the city centre perfect for drinks in the summer and the Northern Lights in winter
- **The Freezer** (Snaefellsbaer) – features two theatre rooms that host live shows in English including comedy, guest performances and music concerts.

Top hostel picks for Slovakia

- **The Ginger Monkey** (High Tatras) – set up by a couple of backpackers in the High Tatras Mountains, local activities include skiing, skydiving and paint balling
- **Penzion Plesnivec** (Poprad) – a cosy atmosphere located close to the well-known centre Aqua City. Poprad has a view of the Slovak highest mountain range High Tatras
- **Downtown Backpackers Hostel** (Bratislava) – a traditional, homely setting with a garden and the opportunity to try Slovak dishes.

Top hostel picks for Portugal

- **Sunset Destination Hostel** (Lisbon) – an idyllic setting with a terrace that overlooks Lisbon’s Golden Bridge and an urban garden that hosts parties with a DJs and Portuguese-style BBQ
- **Home Lisbon Hostel** (Lisbon) – famous for the nightly home cooked dinners by the owner’s mother, this hostel is perfect for travellers that want to get involved in the city’s nightlife
- **Living Lounge Hostel** (Lisbon) – with a touch of design from local artists, guests are given a taste of the capital city’s art culture and every room has a unique arty identity.

Top hostel picks for Germany

- **Generator Hamburg** (Hamburg) – located in central Hamburg, this hostel is perfect for anyone who wants to enjoy the city life in the most stylish and authentic surroundings
- **Five Elements Hostel Frankfurt** (Frankfurt) – offers a young, fun and international atmosphere just three minutes walk from the Frankfurt Central Station
- **The Tent Munich** (Munich) – set in a park close to the city centre, The Tent is a laid-back summer hostel housed in tents and offers a beer garden with weekly BBQs.

Top hostel picks for Poland

- **Hostel Oki Doki** (Warsaw) – Hostel Oki Doki's rooms have been created as an artistic project and have their own original theme

- **P&O** (Warsaw) – P&O offers apartments in different sizes and in different locations across the Old Town
- **Flamingo Hostel** (Krakow) – Less than a minute's walk from the Main Square in Kraków's historic district, it's close to Wawel Castle, Wawel Cathedral and lots of fun bars.

About Hostelworld

Hostelworld Group is the leading global hostel-booking platform with Hostelworld, Hostelbookers and Hostels.com in its portfolio operating in 19 different languages. Connecting young travellers with hostels around the world, Hostelworld has over 8 million reviews across 33,000 properties in more than 170 countries.

Hostelworld's customers aren't your average tourists; they crave experiences not souvenirs and want to be in the heart of the action. They want to Meet The World, and it's the social nature of hostels that facilitates their travel adventures.

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 recognised as a Best Workplace for 2016 by the Great Place To Work Institute.