

HOSTELBOOKERS MOVES 'JUST A STEP AWAY' WITH GLOBAL REBRAND

Hostelbookers, the global budget accommodation booking platform that is part of the Hostelworld Group, today launches new global brand and a newly designed, responsive website.

Hostelworld Group awarded the Hostelbookers business to creative agency Lucky Generals, after the successful launch of Hostelworld's Meet The World proposition and brand launch.

The rebrand unveils a new proposition and a fresh, contemporary visual identity for Hostelbookers across site, mobile/tablet app and social media channels.

The Hostelbookers rebrand has been designed to target a more discerning and practical travelling audience, who love the affordability and central-city benefits of hostels over hotels and B&Bs, that are in close proximity to city attractions. This is summed up in the tagline 'Just a step away' and the footprint logo.

The website's functionality has also been overhauled, to offer a slicker searching and booking user experience.

Ottokar Rosenberger, CMO at the Hostelworld Group, said "Hostels are uniquely located in central hotspots the world over, they put you just a step away from the action our customers want to discover and experience, and are super affordable. Over recent years, hostels have also become more stylish, better equipped and more comfortable, as reflected in our new look Hostelbookers."

Helen Calcraft, Lucky Generals Founding Partner, said, "We're delighted to have supported the Hostelworld Group in developing this strategic differentiation across the portfolio and in refreshing the Hostelbookers branding for today's savvy and demanding traveller."

ENDS

About Hostelworld:

Hostelworld is the global leader in online hostel reservations, with over 33,000 properties in 170 countries. Headquartered in Dublin, Hostelworld has offices in London, Shanghai and Sydney.