

UK Revealed as The Top Traveller Destination Worldwide

- **Hostelworld reveals top 20 traveller destinations**
- **Movers and shakers reveal Myanmar, Belize and Albania in the top 10 of destinations to watch for millennial travel**

[Hostelworld](#), the world's leading hostel booking platform, has unveiled the top 20 traveller destinations from around the world and the UK has, stolen the number one spot!

There have also been a number of movers and shakers, with some surprising destinations standing out as ones to watch for young travellers looking to travel off the beaten path. Myanmar (formerly Burma) wins the top spot with a whopping 203% increase in bookings vs 2014; Belize takes second place with a rise of 124%; the Philippines – one of the happiest places on earth – rocketed by 73%; Indonesia grew by 72% and coming in fifth is Sri Lanka with an impressive increase of 63%.

London and Edinburgh are proving to be the two UK city hotspots drawing in travellers looking for adventure and exciting new experiences. Interestingly Brits are the top nationality booking hostels in the UK which are predominantly made for London, showing Brits are keen to explore England's capital. Closely followed by the Americans, Australians, French and Germans.

Brits aren't only enjoying a love affair with London, we're also besotted with Amsterdam, Berlin, Bangkok and Sydney, which make up the top five cities on the British traveller map.

The first week of 2016 has revealed that London has started the year at the top, but it will be vying against Amsterdam, Bangkok, Berlin and Sydney for a podium position in next year's Traveller Top 20.

Otto Rosenberger, CMO at Hostelworld, said: "Millennial travellers have their finger on the pulse when it comes to where is cool to travel – and our data is showing the likes of Myanmar, Albania and Belize are the new must visit destinations. Known for valuing experiences over souvenirs, our data is highlighting new places young travellers are discovering that will give them the travel experiences that they crave. It's really exciting that as they look for new adventures, we can see huge growth in these new destinations that are climbing up the ranks in terms of hostel bookings."

ENDS

TOP TEN MOVERS AND SHAKERS IN 2015	TOP TEN NATIONALITIES BOOKING INTO UK	TOP 10 MOST BOOKED CITIES IN 2016 SO FAR
1. Myanmar (203%)	1. UK	1. London
2. Belize (124%)	2. USA	2. Amsterdam
3. Philippines (73%)	3. Australia	3. Bangkok
4. Indonesia (72%)	4. France	4. Berlin

5. Sri Lanka (63%)	5. Germany	5. Sydney
6. Vietnam/Albania (57%)	6. Canada	6. Barcelona
7. Albania (57%)	7. Spain	7. Paris
8. Montenegro (55%)	8. Italy	8. Prague
9. India (52%)	9. Brazil	9. Melbourne
10. Denmark (51%)	10. South Korea	10. Dublin

TOP 20 MOST POPULAR COUNTRIES	TOP 20 MOST POPULAR CITIES
1. UK	1. London
2. Spain	2. Amsterdam
3. Germany	3. Barcelona
4. USA	4. Berlin
5. Australia	5. Paris
6. Italy	6. Prague
7. Thailand	7. Dublin
8. France	8. Budapest
9. Netherlands	9. Bangkok
10. Ireland	10. Rome
11. Japan	11. Madrid
12. Portugal	12. Vienna
13. China	13. Lisbon
14. Czech Republic	14. Edinburgh
15. New Zealand	15. Munich
16. Vietnam	16. New York
17. Brazil	17. Brussels
18. Croatia	18. Sydney
19. Austria	19. Tokyo
20. Hungary	20. Florence

Notes to Editor

- 90% of Hostelworld's customer database are under 35 years old
- Movers and shakers data based on data comparison between bookings made in 2014 to bookings made in 2015
- Other data based on bookings made in 2015 unless otherwise stated

About Hostelworld

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

Contact

Freya Leete

Freya.leete@hostelworld.com

07584318668