

## HAMBURG CROWNED “THE BEST NIGHT OUT IN THE WORLD”

- *The Best Night Out study is the first comparative analysis of a ‘night out’ in world cities based on the local residents’ views*
- *Research measured the overall quality of a night out in 41 cities based on quality of things to do, friendliness of the locals, how safe people feel, getting around, and cost*
- *Despite scoring strongly for quality of a night out and openness, London only peeked at 26<sup>th</sup> overall, primarily due the expense of going out in the city*

**Hamburg** (1) in Germany is home to the best night out in the world – according to a major new study from [Hostelworld](#), the largest online hostel-booking platform sparking social experiences.

The study, examined how residents of 41 cities, in 27 countries, rate the nightlife in their hometowns based on five categories – the quality of the nightlife (including variety of things to do and general enjoyment), openness and friendliness of the locals (including how welcoming they are to tourists and how easy it is to meet people), how safe people feel, how easy it is to get around, and the cost. (See *Table 2 for full breakdown of categories*).

**Hamburg**, Germany’s second city, topped the list, followed by **Copenhagen**, **Berlin** and **Dublin**.

**Table 1: Top 10 ‘Best Nights Out In The World’ (top 41 available upon request)**

1. Hamburg (Germany)	6. San Francisco (United States)
2. Copenhagen (Denmark)	7. Gothenburg (Sweden)
3. Berlin (Germany)	8. Prague (Czech Republic)
4. Dublin (Ireland)	9. Warsaw (Poland)
5. Amsterdam (Holland)	10. New York (United States)

**Hamburg** (1) topped two of the five categories – ‘Openness and friendliness’, being both the most welcoming city to tourists and the best place to meet new people, and ease of ‘Getting around’, thanks

to its excellent public transport and the proximity of key destinations to each other. The city also came a joint second with **Copenhagen** (2) in the overall 'Quality of nightlife', based on the available activities and general enjoyment.

**Copenhagen** (2) almost topped the rankings, with the locals feeling particularly safe while on a night out, but missed out because it was also the most expensive. **Berlin** (3) took third spot, giving Germany two of the top three cities, with the locals the happiest of all with the cost of the night out.

**Dublin** (4), famed for its nightlife, scored highly across all categories and was ranked fourth, only missing out on the top three because of the locals not being satisfied with the cost of food, drink and entertainment. Rounding off the top five is **Amsterdam** (5), which, although it was given the same overall score as **San Francisco** (6) and **Göteborg** (7) wins the tiebreak for its higher score for overall quality.

**San Francisco** (6) and **New York** (10) were the only two non-European cities to make the top 10 – with The Golden Gate City scoring well overall, especially in regards to openness and quality of the night out, while The Big Apple was ranked highly for food, drink and fun, as well as getting around, but not so well for friendliness, safety, and well below average for affordability.

The cost of a typical night out varied significantly across the world, with **Berlin** (3), **Pretoria** (15) and **Jakarta** (25) being voted by locals as the best value for money. Looking at the best night out for under £30, the top five cities were **Prague** (8), **Warsaw** (9), **Pretoria** (15), **St. Petersburg** (17), and **Mumbai** (24).

Some bucket list destinations scored surprisingly poorly in the study, including **London** (26), **Rome** (39) and **Tokyo** (41). The residents of **Tokyo**, which came bottom, commented on its lack of fun and difficulty in getting around and overall poor value for money. **London** scored strongly for the quality of a night out but did particularly badly for affordability, while residents of **Rome** scored the city poorly for the ease of getting around.

**Marek Mossakowski, Global Head of Brand at Hostelworld, said:**

*"This is the first comparative study of the quality of the nightlife around the world, and it's been fascinating to see the performance of smaller cities – most notably with Hamburg taking top spot over*

*Berlin. We know young travellers are increasingly venturing off the beaten track to uncover unique experiences, and this study demonstrates this.”*

*“Meeting people is an essential part of travel and we hope this study will help travellers in their hunt for unique social experiences at an affordable price. We’re thrilled for Hamburg stealing the top spot and encourage everyone to visit all the cities featured in the study to experience them first-hand!”*

**Table 2: The five categories that make up the best night out, and the top three cities for each**

Category	Top City	Second City	Third City
<b>Quality of nightlife</b>			
Quality of nightlife includes how enjoyable the local residents find a night out, and the variety of things to do including restaurants, pubs, bars, clubs and other activities	New York	Hamburg and Copenhagen	Berlin, San Francisco and Prague
<b>Openness</b>			
Openness includes how welcoming the local residents felt their city was to tourists and newcomers, whether they were open to different lifestyles and how easy it is to meet new people	Hamburg	Amsterdam	Gothenburg
<b>Safety</b>			
Safety is how safe local residents feel on a night out in their city on a night	Copenhagen	Amsterdam	Hamburg and Helsinki
<b>Getting around</b>			
Getting around includes the quality of public transport, taxis and how close everything is to each other in the city according to local residents	Hamburg	Copenhagen and Berlin	Dublin, Prague and Helsinki
<b>Cost</b>			
Cost includes how local residents view a night out in their city as good value, and the variety of things that contribute to this including travel, the price of a meal, drinks in a pub, bar or nightclub and accommodation	Berlin, Pretoria, and Jakarta	Bangkok	Mumbai

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## **About the Research**

The ‘Best Night Out in the World’ rankings were based upon analysis of data from 4,100 interviews with world-city dwellers, living in 41 cities across 27 countries. Residents were asked to provide

detailed information on activities, attitudes and experiences relating to nights out in their city, and typical local prices for a range of food, drinks, and leisure activities. Our index of 'openness' also incorporated two items derived from the World Values Survey. Data was collected in telephone interviews conducted by PCP during October 2017, and analysed by Nelson Research.

### **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 more than nine million reviews across 35,000 properties in more than 170 countries, making the brand the leading online hub for social travel. The website and mobile app operate 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, Seoul and Porto and was recently recognised as a Best Workplace for 2016 by the Great Places to Work Institute.