



## **Hostelworld appoints Yale Varty as Chief Marketing Officer**

**London, UK 4 October 2019:** [Hostelworld](#), the global hostel-focussed online booking platform, has boosted their Executive Leadership Team with Yale Varty who joins as Chief Marketing Officer (CMO), reporting into CEO, Gary Morrison.

Yale joins from ASOS where he had been previously leading the marketing organisation and was responsible for driving the brand and customer acquisition. Prior to that, Yale began his career in consulting with Accenture in Seattle, working with companies in tech, e-commerce, retail and communications. He then made the leap into the travel industry to work at Expedia, where he held various positions within the marketing team.

Yale originally hails from Atlanta, but grew up in Seattle, Washington in the US. He has been a resident in the UK for almost five years after relocating with Expedia. He will be looking after Hostelworld's London office, with a frequent presence in their Dublin headquarters. Yale will be focussing on achieving the company's key growth objectives and is looking forward to supporting a fresh strategy driving the Hostelworld brand forward in 2020 and beyond.

Yale Varty commented: "Hostelworld is a brand that shapes people's lives and attitudes through travel, and the journey the company is embarking is very exciting. When Gary reached out to me, I was inspired by his vision and what I could be part of, and I'm excited to play my part in driving our ambitious plans forward."

Hostels have truly evolved since I last shared a dorm room! The industry is transforming at a rapid pace thanks to the way technology and connectivity facilitates travel today, compared to when Hostelworld sold its first hostel bed online 20 years ago.

I look forward to working with my team to help travellers to experience the world and meet new people in a fun, memorable, and safe way."

**ENDS**

**For further information please contact:** [hostelworld@hopeandglorypr.com](mailto:hostelworld@hopeandglorypr.com)

### **About Hostelworld Group**

Hostelworld Group is a global hostel-focussed online booking platform, sparking social experiences for young and independent travellers.

Our customers are not your average tourists; they crave unique experiences that we facilitate with the best choice of hostels around the world offered in 19 languages across the website and 13 languages on our app of our core brand Hostelworld.

We have 20 years' experience as the hostel Online Travel Agent ("OTA") experts, and today we work with over 17,400 hostel properties globally, in addition to 20,000 other forms of budget accommodation.

Our customers have access to an extensive database of more than 12 million customer reviews which allows them to choose the hostel that's right for them.

Since 1999 we've partnered with hostels worldwide, enabling them to manage and distribute their inventory to our highly engaged and valuable global customer base.

For more information: [www.hostelworldgroup.com](http://www.hostelworldgroup.com)