



## **Hostelworld hits 3 million members and launches Social Pass to power social travel**

**FOR IMMEDIATE RELEASE**

**London, UK, Wednesday 26<sup>th</sup> November 2025**

*Hostelworld, a groundbreaking social network and online travel agent in the hostelling category, has reached a major milestone: its global traveller community has now surpassed 3 million members, and is launching Social Pass, a new feature that lets travellers connect without a booking. This move marks a significant step towards making Hostelworld the world's go-to social travel app, where travellers meet, plan and explore together.*

### **Solo travel is becoming more social than ever**

The growing desire for connection while travelling is reshaping solo travel. While freedom and spontaneity remain key motivations for travelling solo, 58% of solo travellers say meeting new people is the best part of solo travel - up from 43% last year. Among Hostelworld app users, 81% actively look to connect, and 68% say they've made lasting friendships. (Hostelworld State of Solo Travel 2025.)

"Today's solo travel is very social. People might travel alone, but they're actively looking for people to hang out with while travelling. Hostelworld is building an ecosystem for social travel that makes finding like-minded people and activities to do together easy," says **Gary Morrison**, CEO of Hostelworld Group.

### **Community of 3 million members and a new way to connect: launching Social Pass**

Hostelworld's app has now surpassed 3 million registered members, reflecting the platform's growth from an OTA to the world's social travel app where travellers connect through shared experiences.

With [Social Pass](#), anyone can purchase access to the community to chat, join events and meet up with others nearby. Until the launch of Social Pass last week, social features were only available for customers with active bookings. Now users can decide to join the community of nearby travellers for a week, a month, three months or a year.

"We're not just connecting travellers in hostels anymore – we're connecting travellers everywhere. Social Pass opens the door to new experiences, whether you're a digital

nomad, a long-stay traveller or a spontaneous explorer,” says Morrison. “Our focus now is on making those connections richer – through more relevant recommendations of other travellers nearby, as well as events and experiences around the world.”

### **Key findings: State of Solo Travel Report 2025**

The newly released [State of Solo Travel Report 2025](#) highlights trends shaping solo travel:

- Connection tops freedom as the best thing about solo travel: up 15 percentage points year-on-year from 43% to 58%.
- Women make up a majority of all solo bookings at 53%. From first-time solo travellers, 63% plan to travel solo again.
- Top destinations based on bookings haven’t changed since last year: Thailand, Spain, and Italy still top the list, but Southeast Asia is the real winner this year. Sri Lanka saw a huge leap (+50% year-on-year), while Vietnam, Cambodia and the Philippines also recorded double-digit growth.
- AI adoption rising: 65% of men and 57% of women use AI to plan or enhance their trips. Most commonly solo traveller use AI to research destination (32%), find local experiences (31%) and plan itineraries (27%).
- Safety confidence among women remains high: less than 1.5% say they lack confidence to travel solo.
- Around 78% of travellers report boosts in confidence, emotional healing or self-discovery.

The State of Solo Travel Report 2025 is based on millions of anonymised Hostelworld bookings for one person in H2/2024 and H1/2025, and a global survey with 3,334 solo traveller respondents, conducted in July 2025 by Hostelworld. Full report at <https://www.hostelworld.com/state-of-solo-travel>

### **Press contact**

For further information, high-resolution assets, or interview requests, please contact the Hostelworld press team: [presshw@hostelworld.com](mailto:presshw@hostelworld.com)

### **About Hostelworld Group**

Hostelworld Group PLC is a ground-breaking social network powered Online Travel Agent ("OTA") focused on the hostelling category, with a clear mission to help travellers find people to hang out with. Our mission statement is founded on the insight that most travellers go hostelling to meet other people, which we facilitate through a series of social features on our platform that connect our travellers in hostels and cities based on their booking data. The strategy has been extraordinarily successful, generating significant word of mouth recommendations from our customers and strong endorsements from our hostel partners.

Founded in 1999 and headquartered in Ireland, Hostelworld is a well-known trusted brand with almost 270 employees, hostel partners in over 180 countries, and a long-

standing commitment to building a better world. To that end, our focus over the last few years has been on improving the sustainability of the hostelling industry. In particular, over the last two years we have commissioned independent research to validate the category's sustainability credentials and recently introduced a hostel-specific sustainability framework which encourages our hostel partners to move to even more sustainable operations and also provides the data points for our customers to make more informed decisions about where they stay. In addition, our customers are now able to offset their trip's carbon emissions should they wish to do so, and we have maintained our 'Taking Climate Action' label awarded by South Pole.