

## Packing: Puts the ‘P’ in Backpacking

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### HostelBookers.com Launch Travel Planning Resource on Flickr

Nothing is more important to a successful trip than careful planning. Whether it's a passport, travel documents, a dog-eared travel guide, a cherished teddy bear, or simply a toothbrush – a well packed backpack is as essential as a carefully chosen itinerary.

With more and more travelers taking longer trips to increasingly far-flung destinations, making sure that they haven't left anything important behind has become even more vital than.

With this in mind, HostelBookers.com are running a photo competition on photo sharing website Flickr to find out exactly what "backpackers would never travel without". The leading online budget accommodation provider teamed up with Rough Guides in asking travelers to reveal the secrets behind their packing and travel planning.

Of HostelBookers.com's competition, David Smith, General Manager of HostelBookers.com said: "Everyone's got one piece of backpacking gear that they'd never even dream of setting off on their travels without. We just thought it would be really helpful for other backpackers to put together a resource on what people hold dear while traveling."

The competition (which is open to anyone), will run until the 30th May, when 50 winners will be picked at random. And the prize? Fifty backpackers stand to win one of the brand new 'Rough Guides to Europe on a Budget'. Details can be found at the Hostelbookers Flickr Group [www.flickr.com/groups/hostelbookers/](http://www.flickr.com/groups/hostelbookers/)

With their foray into the world of online photo competitions, HostelBookers.com became part of a growing trend amongst travel companies looking to engage with their customers on social networking and community websites.

David Smith went on: “This is just the latest example of HostelBookers.com connecting with our travelers. We’ve already got a highly successful Facebook page [www.facebook.com/pages/HostelBookerscom/6695061844](http://www.facebook.com/pages/HostelBookerscom/6695061844), and now with this Flickr competition, we’re having a bit of fun, gathering some useful information – and giving away some great travel guides!”

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HostelBookers.com – launched in March 2004 – is a leading UK-based website owned and operated by MBI MBO Ltd. It offers a range of hostels and budget accommodation including hotels, B&Bs and apartments in over 2,000 destinations worldwide. HostelBookers.com’s properties are reviewed and rated by customers, and it remains the only company in its sector to offer its services with no booking fees. HostelBookers.com also provides a range of free travel guides, travel news and worldwide events information.

HostelBookers.com: Great Hostels. Free Booking. No Worries.

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