

HostelBookers Receives Best Youth Product at British Travel Awards

Date: 12-02-2008 12:13 PM CET

Category: [Tourism, Cars, Traffic](#)

Press release from: [HostelBookers](#)



[25 November 2008] HostelBookers, the UK's leading budget accommodation provider, has received the UK's Best Youth Product award, at the British Youth Travel Awards (BYTA) run by BETA (British Educational Travel Association)*.

David Smith, Chief Operating Officer at HostelBookers was presented with the Award at the ceremony held in central London last night. www.hostelbookers.com/ beat stiff competition from Anglophiles Academic - David Beckham Football Academy and the Educational Cultural Exchange - Medieval Encampment Experience to win the Best Youth Product category.

HostelBookers provides a free budget accommodation booking service to over 2,500 destinations worldwide. By not charging a booking fee the company provides the cheapest accommodation on the web, which is a major boost to young travellers on a budget.

On receipt of the award Smith said: "This is a fantastic accolade and one that we have worked very hard for. Since our launch in 2004 we have built on our early successes by ensuring that we offer innovative responses to changes in the market, and thereby improving our customers' booking and traveling experiences. This has especially meant analyzing the needs of those in the 18-30 age bracket, as they make up some 64% of our users. As a result of our ongoing interaction with the demographic, we've responded with innovative technologies, authoritative and informative content, and – very importantly in terms of the web today – a wide-spanning social media presence".

As HostelBookers directly contracts accommodation all over the world, the company selects properties suitable for young travellers. With user reviews, images and videos, there is a wealth of information about each property allowing users to make an informed choice. Comprehensive travel guides, travel news and worldwide events as well as travel articles are tailored to the youth market. HostelBookers recently revamped their company blog, [HostelBloggers.com](#), to provide young travellers with more relevant news, views and other budget travel-related information.

Great emphasis is placed on how HostelBookers communicates online with its youth audience and the company consistently uses social media sites like Facebook, Twitter, Bebo and Flickr to communicate in a direct way with thousands of young travellers each month.

The BYTA awards, are designed to provide a platform to celebrate and reward high achievers, gain recognition, and raise the profile of the work and individual successes of organisations engaged in youth, student and educational travel, to from and within the UK.

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

HostelBookers.com – launched in March 2004 – is a leading UK-based budget accommodation website. It offers a range of hostels and budget accommodation including hotels, B&Bs and apartments in over 2,500 destinations worldwide. HostelBookers.com's properties are reviewed and rated by customers and it remains the only major 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.

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