

HOSTELBOOKERS GAINS PROMINENCE IN GROWING GAP YEAR MARKET AS FIGURES JUMP BY 21%

Date: 12-10-2008 02:29 PM CET

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

Press release from: [HostelBookers](#)

As the country enters recession, the gap year market is experiencing unprecedented growth with 21 percent more Britons planning to leave the country for Australia alone this autumn.

Maximising its presence in this market, leading budget accommodation website [hostelbookers.com](#) has joined forces with specialist website [gapyear.com](#) to be their exclusive accommodation provider with over 2,500 destinations worldwide.

As Britons flee the economic uncertainty, the new deal means that HostelBookers can take advantage of one of the major growth areas in the travel industry at this time of recession. David Smith, Chief Operating Officer at HostelBookers said: "The gap year market is growing at an impressive rate with a global spend of five billion pounds. At HostelBookers we are always looking at ways to expand our business through innovative technologies and working with new partners; this latest deal means that we can gain market share in one of the few expanding areas in today's tough climate."

Gapyear.com is part travel agent, part social network and provides young travellers with the opportunity to belong to an online community, share experiences, seek good advice and purchase travel items, including accommodation worldwide provided by HostelBookers.

Tom Griffiths, founder of [gapyear.com](#) said: "We like the fact that our users from around the world can book accommodation at no extra booking fee and pay in their local currency. When we researched potential partners, HostelBookers delivered some of the best quality budget accommodation and is a fast growing, forward thinking company who are able to adapt to our needs."

* The Department of Immigration and Citizenship issued 11,203 Working Holiday Visas to Brits between July and September 2008 compared to 9,250 in the same period last year, citing the economic downturn in the UK as a reason for Australia's surge in popularity. (Source Backpacker Trade News).

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.

About Gapyear.com

Established in 1998, [www.gapyear.com](#) provides independent travellers with the opportunity to belong to an online community, share their experiences, seek good advice and purchase their travel items from a one-stop-shop. Gapyear.com continues to be the world's largest gap year information source and community with over one and a half million users annually.

HostelBookers
52-54 High Holborn
London, WC1V 6RL
Great Britain

press@hostelbookers.com

t: 0044 (0) 1473 230 766
www.hostelbookers.com

[You can find this press release here](#)