

Research Overview – Hostelworld.com

Company Overview

Hostelworld.com was set up in 1999 and is the world's number one hostel booking website.

Research Highlights

Cost of sale and Commission Levels

A 12 % commission rate applies to all hostel properties listed on this channel while hotels can also be listed on this site at a 15 % commission rate. Hostel world have an expectation on subscription that a property will allocate at minimum 10% of their inventory to this channel. This level of inventory can then be adjusted as and when required by a property.

Property extranets

Member properties have access to a partner extranet where they can manipulate content and imagery on their own behalf.

Properties can also opt to partake in promotions via this extranet as and when required.

Various promotions exist for properties to activate either on a tactical or more strategic basis.

Trends in Mobile Bookings

In 2014 Hostelworld are experiencing a significant increase in mobile bookings and expect that by the end of trading year 2015 over 50 % of all bookings globally and in turn for Ireland will be mobile.

Source Market Split

Key feeder Markets for this channel are USA, & Mainland Europe

Key Insights and Learning's

Similar to other online channels this channel recommends optimisation of content and imagery to support increased business volumes. Allocation of minimum inventory is a key-determining factor in level of business delivered.