




YHA Australia

Brand Book



YHA acknowledges the Traditional Custodians of this land on which we live, work, and stand.

YHA also acknowledges and pays our respects to Elders both past, present and emerging and the extended Aboriginal and Torres Strait Islander community.





YHA Australia

YHA Australia is an accessible network of socially-aware accommodation for curious experience seekers. We are a for-purpose, membership-based organisation, and have provided travellers of all ages with low cost, quality short-stay accommodation for over 80 years.

YHA Australia currently has 49 properties (owned and/or operated and Associates) across the country and is part of the global organisation Hostelling International (HI) – a network of over 3,000 unique places to stay in more than 70 countries.

We provide a range of places to stay and experience Australia's most sought-after locations, so travellers can enjoy local adventures, creative connections and social moments.

We believe that everyone should be able to explore the best of what Australia has to offer without breaking the budget.

Building on our iconic Australian brand and 80+ year heritage, we are taking forward our timeless values and innovating our offerings for the future of travel.





About us

YHA is a network of unique and sustainable accommodation across Australia that encourages community and inspires the confidence and freedom to explore.

Sharing Australia with guests from all walks of life and from all around the world is what we do best.

We know the true value of a holiday is not measured in frequent flyer miles, but in authentic, lived experiences and the stories you can share.

We keep travel easy and affordable, leaving more time for adventure and more money for priceless experiences.

YHA has always encouraged inclusion and diversity, by welcoming everyone and keeping travel affordable.

A photograph of two hikers walking away from the camera on a dirt path through a forest. The forest is filled with tall, thin trees and dense green ferns. The hiker in the foreground is wearing a black long-sleeved shirt, blue shorts, and a black backpack. The hiker in the background is wearing a white tank top and blue jeans. The text 'Our origin story' is overlaid in white at the top center of the image.

Our origin story

Over a hundred years ago, the origins of the global youth hostel movement were founded in rural Germany, when schoolteacher Richard Schirrmann took some students on an excursion to the countryside. The first permanent hostel (which is still operating today, at Altena Castle) was established soon after, in 1912.

In 1932, the global network of not-for-profit youth hostel associations, Hostelling International (HI), was formed. Momentum grew, and the first YHA hostel in Australia opened in 1939 in Warrandyte, Victoria. It wasn't long before budget accommodation was being provided across the country to bring young people together in the great outdoors. Over the decades, hostels began springing up in the city as well as the bush, transforming humble beginnings into Australia's largest, most loved accommodation network for independent travellers.

Today, YHA Australia provides a variety of accommodation options to students, digital nomads, work & holiday makers, families and the young at heart - anyone with a spirit of adventure - to keep exploring and sharing the joy of travel with a like-minded community.

Always exploring

A photograph of a man and a woman on a beach at sunset. The man is in the foreground, looking out at the ocean with a slight smile. The woman is in the background, also looking out at the ocean. The sky is a warm, golden color, and the ocean is visible in the distance.

Always exploring - it's the heart and soul of everything we do.

It's how we approach our business and a mindset that we share with and encourage in our travel community.

This mindset informs everything from our positioning and brand identity to our product development.

Our purpose

We exist to create an open and accommodating world where life flourishes.





Our mission

Our mission is to create a community in diverse spaces, by connecting the curious, inspiring personal growth and creating genuine local experiences, in a sustainable way.



This strong sense of purpose is supported by a clear vision and implementation. A drive to inspire travel and experiences by providing safe, affordable, desirable places for people to stay.

A place with purpose - social conscience - sustainable actions

Enabling inspiring travel & experiences

Community
a true sense of belonging

Access to amazing places and spaces

Lost-cost, quality accommodation choices

Purpose at our core

WHY WE EXIST YHA Purpose

To create an open
accommodating world
where life flourishes

WHAT WE OFFER YHA Spaces

Innovative,
accommodating &
diverse spaces for
connection

HOW WE OPERATE YHA Impact

Through inclusive,
sustainable &
regenerative
practices

TRAVELLER MINDSET YHA Always Exploring

Connecting the curious to
genuine local experience
& inspiring personal
growth



Who we are

We are
explorers,
like you.

We are adventurous,
enthusiastic, cheerful and
brave.

We care about our impact and
our community. We are socially
and environmentally conscious
and believe that travel can be a
force for good.

We know that no two days (and
no two stays) are the same and
are always happy to share local
tips and adventures.

We're here to help facilitate self-
discovery and make sure that
you explore Australia your way.

Our values



Work together

We open doors for each other as well as for our guests.

Great teamwork builds a safe and constructive environment where all can thrive



Give our best

We bring our best selves every day we come to work

Striving to be the best you can be and developing your skills and knowledge is positive for everyone



Put our guests first

We know great hosts make great holidays

Embedding best practices and delivering the ultimate guest experience is how we create advocates for the YHA brand



Have fun

We celebrate and enjoy being together

Enjoying our time together provides a great environment for everyone at YHA



Think differently

We see problems as opportunities

Encouraging innovative approaches leads to new and better outcomes

The YHA Team

The YHA Team consists of 240+ dedicated and passionate travellers who share a love of the environment and value the connection between people and places that travel enables.

115+ property staff

From the hosts that greet you, and share the best local tips, to the maintenance crews that silently keep things humming, this is the team who are the heartbeat of your stay.

65+ housekeeping crew

The busy bees of our properties that are on constant alert and endeavour to keep the sparkle in YHA from top to bottom every day.

Property & Area Managers

Experienced professionals responsible for the smooth operation of their properties, these magicians know how to get the million plus things, that need doing, done. Calmly responsible for hosting nearly half a million overnight stays a year!

Central Reservations Team

Here to help with your holiday planning, seamless group bookings and any last-minute questions, they are the cheerful and helpful voice at YHA.

Support Office team

A team of specialists who strive to support our network of properties and their teams and who are always exploring new ways to use their talents. This includes Finance, Marketing, HR, IT and a range of other technical skills.

Executive Leadership Team

Ten specialist industry leaders who are constantly seeking to make YHA simpler, leaner and stronger, and are proud to have 40% female representation.

About our team

31 May 2022

236

Employees

39

Nationalities

Argentina: 4
Australian: 118
Belgium: 2
Bolivia: 1
Brazil: 8
Canada: 2
Chile: 2
China: 6
Colombia: 4
Egypt: 1

Finland: 1
French: 5
Germany: 5
Hong Kong: 1
Ireland: 1
India: 1
Italy: 12
Japan: 1
Malaysia: 1
Mexico: 2

Nepal: 1
Netherlands: 2
New Zealand: 7
Iran: 1
Peru: 1
Philippines: 11
Portugal: 2
Serbia: 1
South Korea: 3
Spain: 6

Sri Lanka: 1
Sweden: 2
Taiwan: 1
Thailand: 2
Torres Strait Islands: 1
Turkey: 1
United Kingdom: 12
United States: 2
Vietnam: 1

Gender Breakdown

103

Male

133

Female

7

Aboriginal & Torres Strait Islanders



The Pillars of our Brand

Always Exploring

The YHA Journey: Always Exploring

Draws a storyline from the past to the present and on to the future, the journey informed by our timeless values and brand positioning.

Impact Travel

Impact in Action: Inclusive, Sustainable & Regenerative Travel

Highlights our social purpose, tangible sustainability projects and leadership in adopting regenerative travel practices.

Accommodating Spaces

Accommodating Innovation: Reimagining our Properties

Tells the story that YHA is more than a bed by showcasing the evolution and diversification of our product range and how we are catering to changing traveller needs.





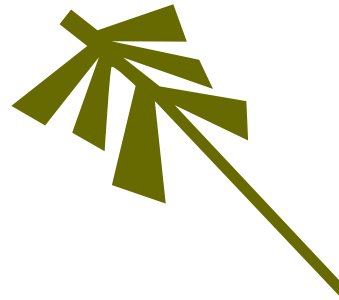
Stay

with YHA

Our Properties

We own, operate and partner with a diverse range of properties across Australia, offering private and co-living accommodation with facilities like on-site pools, kitchens and open-air rooftops. We create unique, sustainable spaces with just the right amount of modern comfort in safe, welcoming environments - giving you the freedom to explore.

We don't believe in 'one size fits all', and from thriving city destinations to off-the-beaten-path locations, there is something for everyone - whether you live here or are just visiting. Imagine enjoying Opera House views on the Sydney Harbour YHA rooftop or sleeping in a refurbished prison cell in the historic Fremantle Prison YHA or hiking back to eco-friendly lodging in the heart of a National Park.



Our property staff are hosts, guides, and most importantly, local mates, helping to connect you to our destinations, cultures and experiences, and ensuring that you feel part of the local community and make the most of your trip.

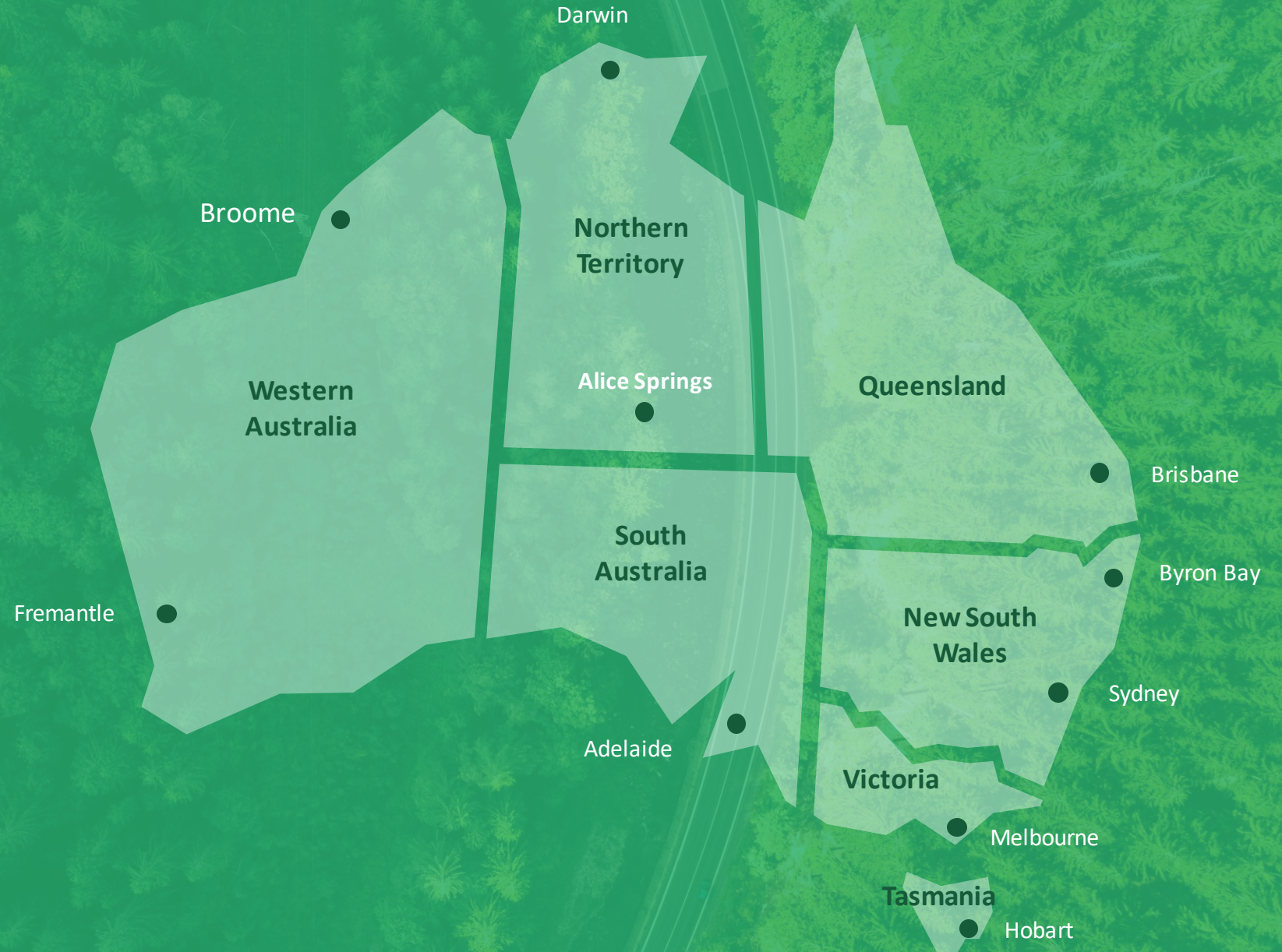
We have a network of 49 properties across the country and are part of the global organisation Hostelling International (HI) – a network of over 3,000 unique places to stay in more than 70 countries.

We create unique, sustainable spaces in welcoming environments - giving you the freedom to explore.

Our Locations

Our far-reaching network of high-quality accommodation allows travellers to stay in some of the most spectacular destinations in the country.

From Broome to Byron Bay and from Darwin to Hobart, YHA is the adventure launchpad for travellers from all over the globe.



Types of properties



Gateway

Great value budget accommodation in all major cities - great for groups and those looking to share & save.

Sydney Harbour YHA
Sydney Central YHA
Melbourne Central YHA
Melbourne Metro YHA
Brisbane City YHA
Adelaide Central YHA



Tourist

See all that Australia has to offer - and don't do it alone. Explore the country and make friends along the way.

Cape Byron YHA
Byron Bay YHA
Fremantle Prison YHA
Hobart Central YHA
Blue Mountains YHA
Cairns Central YHA
Noosa Heads YHA
Philip Island YHA
Port Lincoln YHA

Alice Springs YHA
Coolangatta YHA
Darwin YHA
Stradbroke Island YHA
Margaret River YHA
Airlie Beach YHA
1770 YHA
Broome YHA
Hervey Bay YHA



Eco

Escape the city for an Australian bush retreat in one of our smaller, environmentally-friendly properties.

Pittwater Eco YHA
Thredbo YHA
Apollo Bay Eco YHA
Halls Gap Grampians YHA
Port Elliot YHA
Newcastle YHA

Port Fairy YHA
Albany YHA
Exmouth YHA
Kalbarri YHA
Lancelin YHA
Dunsborough YHA
Mission Beach YHA



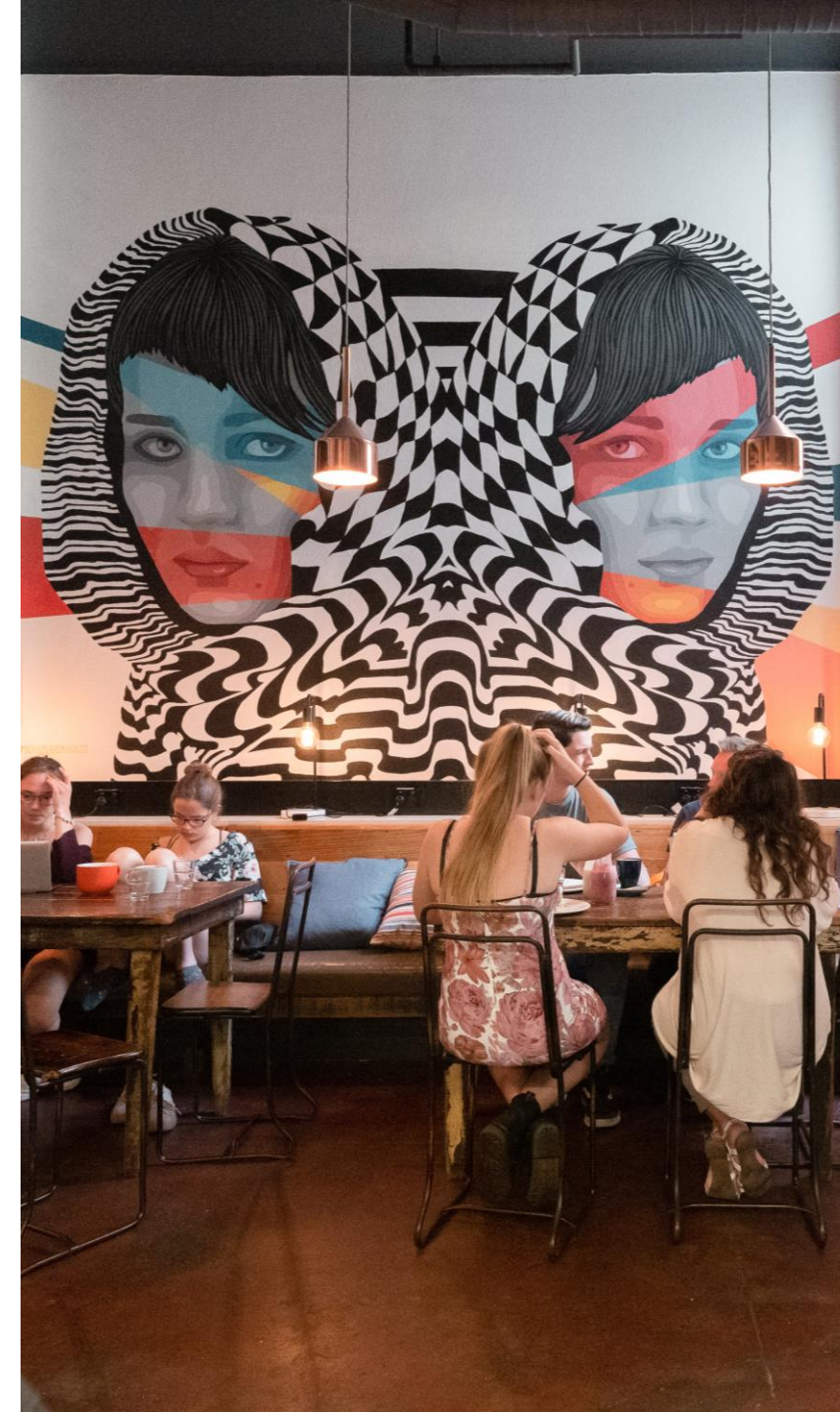
Properties and Partners

YHA properties are managed in a number of ways.

Our major city properties are operated, maintained and staffed by YHA. Most of these properties are directly owned by YHA Ltd., with a small number being subject to long-term lease arrangements.

Our regional properties are either owned and staffed by YHA or managed by individual owners (YHA Associates). YHA provides systems, processes and quality standards, so that our guests can be assured of the same experience across the network.

In locations where YHA doesn't have a property, we have made connections with a select number of Affiliates whom we recommend. We are always pleased to make the introductions so that our guests can continue to explore more.



Property evolution

Historically, YHA has been associated with young backpackers and dormitory-style rooms. While we still offer shared rooms and cater to the backpacking crowd - it's not all we offer.

From private rooms with ensuites to family rooms, YHA is low-cost quality accommodation that suits many types of travellers, both from Australia and abroad.



We will keep evolving our spaces and our products to meet the needs our of growing community of curious travellers.



Tech Central Precinct

We are developing a property at Tech Central in Sydney in partnership with software company Atlassian.

This 'property of the future' will open in 2026 and will be hybrid accommodation, with twin rooms, double rooms, family rooms and co-living rooms, plus a bar, commercial kitchen, café, places to eat, and a big co-working space.

This building has been designed to be one of the most sustainable buildings in Australia and will be entirely powered by renewable energy.

Food & beverage spaces

We know that our travellers want to be able to buy and enjoy coffee, food and drinks when they stay at a YHA, so we'll soon be offering unique food and beverage spaces across our network of properties. This will provide our guests with a choice to either to use our self-catering kitchens or dine with us.





Impact

at YHA

Diversity, acceptance & equality

Through shared co-living spaces and keeping costs as low as possible, we continue to keep travel available to all.

YHA properties are so much more than just a place to go – they are also a place to connect.

Our spaces and the experiences that we offer are designed to encourage learning, sharing and connecting.

Everyone is welcome



From sustainability to regenerative travel

YHA was founded on a desire to support the exploration of our planet with minimal ecological impact. We've implemented a sustainability strategy to conserve and reduce energy, water, and waste throughout our properties.

Not only have we led the way for over a decade in embracing sustainable travel through our sustainability program and a multitude of environment-positive practices within our properties; we also aim to be leaders in regenerative travel for the future.



We want our guests to have the opportunity not just to enjoy where they stay, but to leave it better than the way they found it.

Our regenerative travel strategy is focusing on giving back more than we take and seeking to build meaningful connections in the places that we visit. We will educate our guests (and our team) about the concept and develop activities that will allow our travellers to get involved through experiences such as beach clean-ups and planting trees to offset their carbon.

Our Regenerative Strategy framework

Key elements



Creating change through inspiring experiences

Green Tick guest experiences

- Provide localised welcome pack
- Carbon invoice



Path to Carbon Positive

Model portfolio emission reduction plan

- 100% renewal energy
- Carbon offset partner
- National waste review & action plan



Core to our DNA

Embedding regenerative practices

- 2022 integrated reporting
- Become a B-Corp
- Engage customers



Valued community partner

Thriving local communities plan

- RAP alignment / cultural awareness
- Indigenous experience option
- Community impact calendar



Purposeful procurement

Establish YHA-wide guidelines

- Three flagship supplier partnerships
- Join Supply Nation & Social Traders

Our Reconciliation Action Plan (RAP)

We are committed to working towards reconciliation in Australia and launched our Reconciliation Action Plan in February 2022.

We will use this reconciliation journey as an opportunity to encourage the prosperity of Aboriginal and Torres Strait Islanders businesses to support the ongoing sustainment of their communities.

Through our commitment to supporting these businesses and educating our guests and team about our country's unique Aboriginal and Torres Strait Islander cultures, we will encourage the joy of discovery through travel.



Our RAP framework

Key Elements



Building relationships

- Establish & strengthen relationships
 - National Reconciliation Week
 - Promote within our sphere of influence
 - Anti-discrimination strategies
 - Network externally



Respect & understanding

- Increase understand and value through cultural learning
 - Observing cultural protocols
 - NAIDOC Week participation
 - Cultural awareness



Procurement & supply chain

- Improve employment outcomes
 - Increase procurement from Aboriginal & Torres Strait Islander-run businesses
 - Partner with others who are committed to a culturally safe approach



Delivering into the future

- Establish RAP working group
 - Provide resources to support delivery
 - Build accountability & transparency
 - Continue the journey from Reflect to Elevate



Work

with YHA



Y-Jobs



Y-Jobs, which launched in 2022, is an online jobs board that seamlessly connects hiring tourism and hospitality companies with students and working holiday makers looking for work across Australia. Job seekers are able to find and apply for barista, restaurant, hotel or boat staff, administration, marketing, accounts and tour guide positions (& more!). Volunteer positions and paid internships are also available.

Historically, many of our tourism and hospitality partners have looked to us to assist in finding employees – from advertising on physical job boards within our properties to requesting links to our database. Offering local jobs through Y-Jobs is the next logical evolution of our mission to support travellers in Australia while engaging meaningfully with industry partners.





Y-Hive co-working spaces

The growing trends of the digital nomad lifestyle and more flexibility to work remotely means that we're ensuring that we have the right Wi-Fi services and spaces for people to work.

YHA will soon be offering co-working spaces and creating Y-Hive communities within our properties in Brisbane, Byron Bay and the Blue Mountains.



Experience

Australia with YHA



Experiences

We offer an expansive and carefully curated range of travel products, transport solutions, and experiences. From hiring a bike through to multi-day touring, our preferred operator program ensures that our customers experience only the best of what Australia has to offer.

We have long standing relationships with wildlife and conservation organisations that provide experiences for travellers to leave a destination better than they found it.

This is an area we are continually expanding and will soon have regenerative travel experiences on offer at every property, providing another opportunity for a life-changing travel experience whilst staying with YHA.

In line with our RAP, our properties are also building relationships with the local Aboriginal and Torres Strait Islander communities, with a view to offering our guests experiences that provide a deeper understanding of First Nations history and ways of life. For example, this could look like going on a walk with a local Elder to learn more about their Country, or having members of the local Indigenous community come into the property to talk about their Mob and culture.





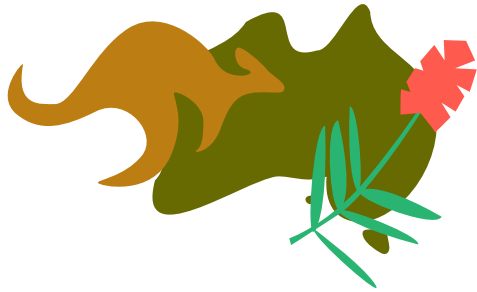
The YHA

Community



For everyone

Primary traveller segments



International Travellers

Market size: 610k

Are on a journey of growth and discovery - whenever they can take a break from work or study, they are keen to travel. Spending more time in Australia, these travellers tend to explore considerably more of the country.



Working Holiday Makers

Market size: 209k

Internationals living away from home to further their formal (and/or informal) education, careers, or travel aspirations. They work so that they can travel longer.



Adventure Seekers

Market size: 14M

Enjoy the challenge of doing something new and amazing like diving for the very first time, hiking a fresh trail or experiencing live music in the heart of a festival crowd.



Groups

Market size: 2.1M

Require safe and affordable accommodation for 10+ people from diverse schools and organisations. Looking for support in the organisation of their trip.



For everyone

Emerging & secondary traveller segments



Young at Heart

Market size: 2.4M

Stay in YHA accommodation occasionally. Recognise how backpacker hostels have been part of their travel journey for years. Passionate about the legacy of YHA.



Families

Market size: 5.1M

For them, travel is about fun, relaxing holidays and spending time with those you love. Happiest together, exploring new frontiers while staying in safe spaces with the practicalities of home.



Working Nomads

Market size: 5M

Passionate about work/life balance and like to blur the lines between work and travel. New surroundings stimulate their work and they thrive off connecting with others and fitting experiences around their work commitments.



Learning to Travel

Market size: 460k

Confident about wanting travel and meet new people. Finds planning the trip a little daunting, but learns as they go.

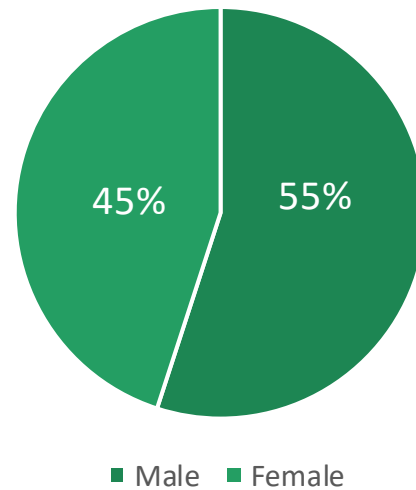


Our traveller demographics

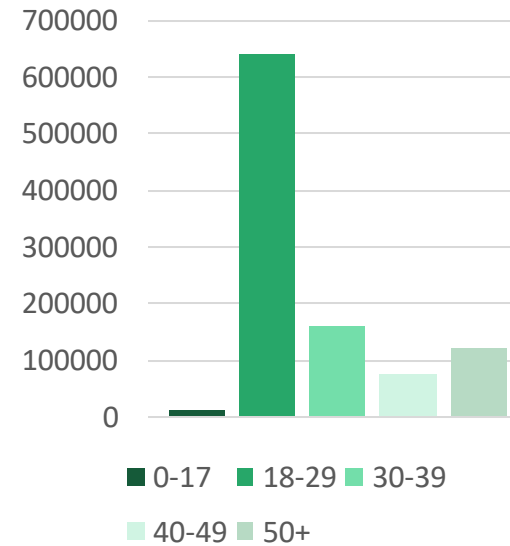
Overnight by Guest Region of Origin 2019



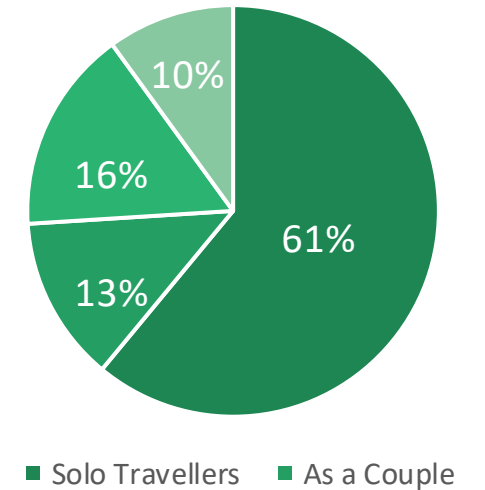
Guest Ratio by Gender 2019-2020



Age of Guest by Overnights 2019

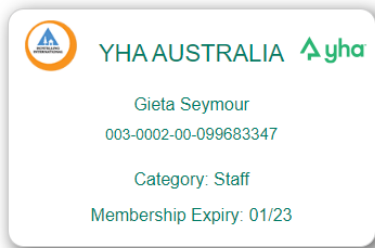


Customer Stay Self-Segment 2019-2020



Our community reach

Membership



280,000 Members

- 49% Australians

- 51% International

- Member of Hostelling International Network 3000 hostels world-wide across 70 countries

yha.com.au & YHA App

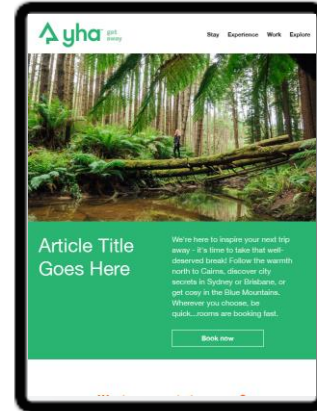


1.3M site visits annually

- 2M+ sessions

- YHA app downloaded by over 20,000 users

eDMs

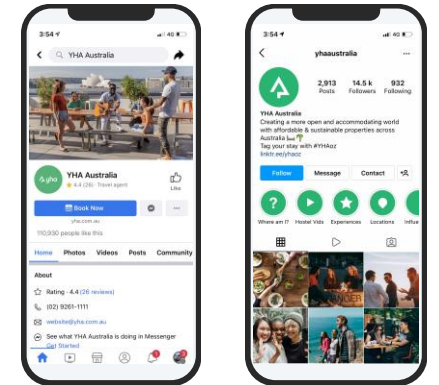


Over 120k subscribers Bi-Monthly sends
Segmented by:
Country, AU state

- Traveller type (family, student, solo travellers, couples WHM)

- Open rates 7%-20%

Facebook & Instagram



13,000 Instagram followers

- 30. 7k reach per month

- 100k+ Facebook followers

- 160k reach per month



2021 in summary

24

Properties
(owned &/or operated)

\$206m

In property assets at
independent valuation

25

Associates

1,117

Guests hosted nightly

279,409

Members

\$18.88m

Total revenue

407,743

Total overnight stays
(excluding Associate properties)





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