

### Massive boost to Scotland's tourist hostels

The number of 5 star hostel beds in Scotland has more than doubled with the award of 5 star grading for Edinburgh's Smart City Hostels. This £10m investment provides 622 tourist hostel beds, more than doubling the previous 400 5 star hostel beds throughout Scotland.

Smart City Hostels has been purpose designed for the youth tourism market, and its scale is a demonstration of the growth and importance of this market. Nearly 40% of all inbound UK tourism spend is from young visitors, who are looking for a different type of place to stay and things to do. Edinburgh has already proven attractive to young visitors, with its combination of shops, clubs, entertainment and other attractions.

Smart City Hostels is an independent hostel, whose doors opened in December. Peter Lederer Chairman of VisitScotland acknowledges the innovative character of the development:

"Smart City Hostels has successfully achieved world-class standards of quality and service, tailoring an innovative service to suit the needs of young travellers.

"This is the exact kind of investment required if the industry objective to increase tourism revenue by 50% by 2015 is to be met."

Smart City Hostels innovation is also demonstrated by the Smart City Girl package with a woman-only floor with additional toiletries and pampering products for single woman and groups.

Located in Blackfriars Street in Edinburgh's Old Town Smart City Hostels is the first of a planned chain of 5 star hostels setting a new benchmark in hostel accommodation, with an emphasis on value for money, cleanliness, fun and high quality facilities. Bed costs in range from £14.50 to £30.50 per person per night subject to room size and season. Discussions are current with other destinations to roll out the Smart City Hostels brand.

### Note to Editors

The other 5 star hostels in Scotland are found at:

- Am Bothan, Leverburgh, Isle of Harris –21 beds
- Bis Geos Hostel, Westray, Orkney – 12 beds
- Edinburgh Central Youth Hostel (SYHA), Leith Walk Edinburgh – 301 beds
- Lerwick Hostel, Shetland – 64 beds

Smart City Hostels' services include:

- All rooms, from 2 – 12 people, have en-suite facilities, some with two sets, specially designed super size bunks
- Fully secure, including 24 hour reception services, personal lockers for everyone, secure baggage storage, electronic key card access, CCTV, cycle storage
- Smart City Girl – women-only floor for extra comfort and security
- Smart city café serving breakfast, lunches, dinners and snacks as well as a wide range of wines and beers.
- Internet café, free wifi

Web: [www.smartcityhostels.com](http://www.smartcityhostels.com)

Smart City Hostels has responded in Edinburgh to the needs and demands of the youth travel market – the requirement for comfort, fun, cleanliness, safety and security, quality facilities and value for money. 42 people are employed in the summer peak; estimated economic impact is £3.5m p.a. h Smart City Hostel Edinburgh has a capacity of 130,000 bednights each year and is aiming for in excess of 10% of the Edinburgh market.

**Press enquiries:** Ivan Broussine: 07968 621137  
[ivan@bts-solutions.com](mailto:ivan@bts-solutions.com)

50 Blackfriars Street, Old Town, Edinburgh, EH1 1NE

T: 0870 892 3000 F: +44 (0)131 524 1988 [info@smartcityhostels.com](mailto:info@smartcityhostels.com) [www.smartcityhostels.com](http://www.smartcityhostels.com)