TO HELP ALL

ESPECIALLY THE YOUNG

GAIN A GREATER UNDERSTANDING

OF THE WORLD

AND ITS PEOPLE

THROUGH HOSTELLING

HI-Boston LEEDs The Way

The Development and Marketing of a Green Hostel
1909 Germany
Affordable means of travel for students
1932 (IYHF) International Youth Hostel Federation
One of the largest youth membership organizations
4,000 hostels in 90 countries

What is a Hostel?
Hostelling, by nature, is Green
Isabel & Monroe Smith, Northfield, MA 1934
- American Youth Hostels (AYH)
- Hostelling International USA 2002
- 60 Hostels in USA
- Safe, Affordable, Clean

Hostelling International Boston

Hostelling in the USA
HI-USA a leader in hostels, a leader in Green tourism
Eight Years Ago…

A need for a New Boston Hostel

- A vision began
- 12 Hemenway Street
- 1982 HI-Boston
- New hostelling movement
- 2004 New Hostel Approved by Board of Directors
Planning Begins

Objectives established

- 2006 Committed to a Green Building
- Neighborhood
- Reuse of existing structure
  - 1890’s Construction
- Architecture Firm
  - Bergmeyer Associates
  - Stegman + Associates
Along the way…
First marketing efforts

- January 2007 First article
- 2008 Public awareness initiated
- Public Relations Firm
  - O’Neill and Associates
- Continued media outreach
- Community & government relations
- Fundraising
Gearing Up

Marketing needs identified

- Hire Director of Marketing & Sales
- Hire Sustainability Intern
- PR Firm
  - SolomonMcCown&
  - Establish positioning
- Media outreach
- Tradeshow: DNE
- Material development
- Development
The Dream Becomes Reality

How to market HI-Boston to the world

- Internet Marketing
- Public Relations
- Event Marketing
- Promotion
- Certifications & Recognition

Bicycle storage
Ultra-low-flow toilets
Innovative ventilation
High efficiency boilers
Shared guest amenities
Use of non-toxic cleaners
Efficient lighting systems
Low-impact travel option
Double pane Low-E windows
Adaptive reuse of historic building
Green elevators, 50% more efficient
Low-emitting construction materials
Soap dispensing systems in showers
ENERGY STAR appliances and equipment
Placement of building-wide recycling bins
Low-flow shower heads and faucets fixtures
High R-value insulation of all exterior surfaces
Highly reflective “white” roof to reduce cooling needs
Use of construction materials made from recycled content
100% of electricity offset by wind power energy credit purchases
Regional and recycled building material including certified wood
Onsite stormwater runoff collection and groundwater recharge system
Exclusive use of adhesives and paints with low volatile organic compounds
Anticipated LEED Gold Certification and Boston’s first LEED Certified accommodations
Connecting the World

Internet Marketing

- Website development [Boston Hostel Website]
  - Writing
  - Design
  - Communicate HI-Boston

- Social Media
  - Facebook
  - Twitter
Using the Media
Public Relations

- Media Kit
  - Press Release
  - Fact Sheet
- Clear, accurate messaging
- Gain interest and support from key individuals
Sharing the Celebration

Event Marketing

- Grand Opening Celebration
  - Governor Patrick
  - Mayor Menino
- LEED Certification
- Winter 2013
Spreading the Word

Promotion

- Green G Tour
  - Bi-Weekly Public Tours
  - Green G Stickers
- Group Sales
  - Proposal
  - Solicitation
- FIT Sales
  - Highlight Green
LEEDing the Way

*LEED Certification*

- LEED Registered
- Submission lead by Bergmeyer
- Bronze with hopes of silver
- Winter 2013
- Certification celebration
  - Media outreach
  - Celebration
One STEP Up
Sustainable Tourism Education Program

- Sustainable Travel International
- Self Assessment
- HI-USA Network
- Completed by end of 2012
Public Relations
Promotion
Tours
Awards & Recognition

Continual Growth
Ongoing efforts

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