



**MAKE THE MOST OF YOUR TIME ON EARTH™**  
**Rough Guides Ltd • [www.roughguides.com](http://www.roughguides.com)**  
Rough Guides Press 020 7010 3701 [press@roughguides.com](mailto:press@roughguides.com)

4th May 2011, London, UK

## **Rough Guides announce HostelBookers partnership**

Today Rough Guides announce a partnership with HostelBookers as a new accommodation provider on [roughguides.com](http://roughguides.com).

Rough Guides has inspired independent-minded travellers to explore the world since 1982. With its breadth of rich travel content, [roughguides.com](http://roughguides.com) empowers everyone to make the most of their travels and partnering with HostelBookers means that savvy Rough Guiders can now search and book over 20,000 value-for-money properties in more than 3500 locations worldwide; choosing from an ever-increasing range of accommodation including camping, self-catering apartments, B&B's, guesthouses, hostels and budget hotels.

### **Not just for students**

Over 40% of respondents to a recent [HostelBookers survey](#) were aged 30 plus, with 50% between 21 and 29 years, which is a perfect fit for Rough Guides whose readership spans from teens to retirees with a core demographic between 25-45 years, all of whom rate the desire to find budget accommodation as key.

Liz Statham, Marketing Director at Rough Guides says, "HostelBookers is an ideal brand partner for [roughguides.com](http://roughguides.com). Browsing and booking accommodation is a key part of the travel lifecycle and we're delighted to offer our savvy website visitors their vast range of value-for-money hostels and hotels.'

David Smith, COO at HostelBookers states, "As a leading budget accommodation provider, we are delighted to join forces with Rough Guides as this partnership is a great fit of two trusted and customer oriented travel brands. Rough Guiders will now be able to find and book the perfect accommodation without spending a fortune."

\*\*\*\*\*

### **About Rough Guides**

Passionate for telling it like it is, Rough Guides has been inspiring travellers to explore the globe since 1982. A leading travel content provider, Rough Guide content is available in award winning guidebooks, inspirational gift books, innovative mobile apps, ebooks and in bespoke custom publishing guides and digital products. From maps and phrasebooks to round the world planners and pocket city guides, there's a Rough Guide to suit everyone. With over 250 authors and contributors Rough Guides pride themselves on accurate, up-to-date information and informed, contemporary writing. Rough Guides also publish a lifestyle series with books on a range of subjects, from the bestselling Rough Guide to Pregnancy and Birth to zeitgeist books such as the Rough Guide to the iPad.

Rough Guides are part of the Penguin/Pearson family who have offices worldwide. Start your journey at [www.roughguides.com](http://www.roughguides.com). Make The Most Of Your Time On Earth™

### **About HostelBookers**

HostelBookers is the leading budget accommodation website in the travel industry. The only independent hostel booking site not to apply a service charge, [hostelbookers.com](http://hostelbookers.com) is on average 8.7% cheaper than its nearest competitor. Featuring over 20,000 hostels and budget properties in 3,500 destinations across the world, HostelBookers aims to be the number one website for backpackers and student travel; 93.7% of 101,949 customers would recommend HostelBookers to a friend.

### **CONTACT**

Rough Guides    Anna Paynton    020 7010 3701    [anna.paynton@uk.roughguides.com](mailto:anna.paynton@uk.roughguides.com)  
HostelBookers    Giovanna Gentile    020 74404931    [giovanna.gentile@hostelbookers.com](mailto:giovanna.gentile@hostelbookers.com)