

a&o corporate presentation 2018/2019



everyone can travel

a&o
aohostels.com

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“We love our slogan ‘everyone can travel’. Our daily drive lies in enabling overnight stays for even the smallest budgets – with hostels which can always be found in top locations in Europe’s most attractive cities.

Our guests value the a&o concept: simple, honest, big and always with a smile. Here, every guest receives what they really need – whether it is just a bed for the night or the full package with full board, conference room and sightseeing programme for 50 people. We can and want to cater for small and large, quiet and loud, rich and poor, national and international, couples and school trips, juice and mojito. That is a&o – always more for your money.”

Oliver Winter,
CEO, a&o Hostels



everyone can travel

Who is a&o?



Company profile

a&o Hostels represents affordable travel in European metropolises. The budget brand was founded in 2000 and now has 34 establishments in 21 cities and six countries (Germany, Austria, Netherlands, Czech Republic, Denmark and Italy).

And we are still growing: As the largest hostel provider in Europe, a&o is growing by 15 percent each year. In 2018, in addition to a&o Prague Rhea as our second hostel in the Czech capital, we opened a&o Frankfurt Ostend, our second establishment in Frankfurt. In 2019, there will be another hostel opening in Copenhagen, and we will be opening the first a&o hostel in Warsaw, Poland.

Company history – from the business idea to continuous success

The idea for a modern hostel concept came from company founder Oliver Winter while he was travelling during his studies to become a teacher: He wanted to offer people – especially young people with little money – an opportunity to stay in central locations in large cities at a low price.



His concept is based on three pillars: professionalism, central location and low prices. The founder opened the first a&o hostel with 164 beds in Berlin-Friedrichshain, before expanding continuously in the following years to have 34 buildings in 21 cities and 6 countries today. After acquiring institutional shareholder TPG Real Estate in 2017, a&o is still on the growth trajectory, and is on the look-out for new locations in Europe to venture into. The company is focusing on Germany, Italy, Spain, Portugal, Ireland, Great Britain, Central and Eastern Europe.



The a&o model: “everyone can travel”

As you can imagine, the concept is simple: With a&o, everyone can travel! The brand offers central, well-connected hostels in all major metropolises in Europe, at the best price-performance ratio for the guest. We offer different room categories, from single and double rooms to family rooms and the popular multi-bed dorms. Therefore, we have options for all budgets: the a&o target group are families and group travellers, as well as single travellers and couples. A unique selling point of the company is its family friendliness: children aged up to 18 can stay for free in a room with their (grand)parents.



Always central, affordable and for everyone

The founder’s idea lives on to this day: turning central real estate close to train stations into affordable and smart accommodation for everyone. The close proximity of each destination to a central station is particularly important, meaning that guests can travel by public transport and discover the city without the need for a car. City travellers can make their stay flexible thanks to the modular principle: Components such as all-you-can-eat breakfast, packed lunch, parking slot and bed linen/towels (in multi-bed dorms) can be booked online or added on-site. Cosiness is guaranteed in the lobbies, which are equipped with a bar and offer snacks, drinks and free internet. Plenty of entertainment is ensured with pool tables, table football, reading corners, kids’ corners and Sky Sports.



The best choice for groups

a&o became famous because of its clear commitment to class and club trips. The chain has specialised in large numbers of people and their needs, scoring extra brownie points by offering a free single or double room/two dormitory beds for every 20 paying guests. The more people travel, the more free places we offer. We consider recommended programmes and a ticket service, entertainment packages and free conference rooms, and high safety standards for minors to be the foundation of a successful stay. We also ensure varied lunch and evening menus as a matter of course.

With operative and technical innovations, a&o has become a European market leader in the budget hotel sector. The possibility of seeing real-time availability with an immediate price and 14-day option for groups in particular is considered a benchmark in the hostel market.

a&o as an employer

“We are always honest and on a level playing field with our guests and staff.”, says Oliver Winter, CEO and founder. “As a result, we deliberately avoid barriers such as rigid uniforms and excessive designs. In one sentence: at a&o, anybody can be who they want to be.”, summarizes Winter. a&o is the only hostel chain to have its own academy for employees, keeping attractive career paths open with a dual studies programme and being



open to people from other career backgrounds. Due to the company’s persistent success, a&o can take on almost all trainees after they have passed their examinations, and continue to support them.

Management



Michael Abel
Advisory Board



Michael Mücke
Advisory Board



Stefan Petrikovics
Member of Board



John Scott
Advisory Board



Anand Tejani
Advisory Board



Oliver Winter
CEO & Managing Director



Thomas Echelmeyer
CFO & Managing Director



Phillip Winter
CMO



Liam Doyle
COO



Henri Wilmes
CIO



everyone can travel

Simple and good

a&o Hotels and Hostels Holding GmbH: A simple, good concept

Led by company founder Oliver Winter (CEO), the a&o group was taken over at the start of 2017 by TPG Real Estate, the real estate platform of TPG. This leading global investment company was founded in 1992 and manages assets worth around 75 billion dollars.

Since the takeover, we have been increasingly interested in expanding the a&o brand and the hostel portfolio in Europe, and targeting new markets. The years of experience of our CEO, together with the vast know-how of TPG, have unmistakably set us up for the future and brought us clear competitive advantages.

The unique concept of the a&o group has also been proving itself abroad since 2005. Generating sustainable profit, a&o Hostels was operating in six European countries in 2018.

We are particularly proud of the fact that we still have our founder on board.

THE TASK



Modern, centrally located hostels with low prices all year round, high-quality reservation handling, generous capacities and focussed collaboration with tour operators

THE FEEDBACK



Fair prices, real standards and transparency in the budget sector have been met positively by all our stakeholders. Considerable incentives have been created for families and groups in particular, who are being rewarded consistently. This reflects our constantly growing number of regular guests, who use the a&o loyalty programme and value the constant brand loyalty in the B2B segment, which has now lasted 18 years.

THE GROWTH



In Berlin alone, a&o has become a market leader in the budget hotel sector, with over 4,200 beds. The figures for 2018 will be 26,000 beds in 34 buildings and over five million overnight stays.



2000	<ul style="list-style-type: none">a&o Berlin Friedrichshaina&o Hotel and Hostel Service GmbH: catering, food and beverage purchasing, and bar operations for a&o catering
2002	<ul style="list-style-type: none">a&o Berlin Zoo (now closed)
2004	<ul style="list-style-type: none">a&o Berlin Mitte
2005	<ul style="list-style-type: none">a&o Prague Holesovice (CZ, now closed)a&o München Hauptbahnhofa&o Hamburg Hammer Kirche
2006	<ul style="list-style-type: none">a&o München Hackerbrücke
2007	<ul style="list-style-type: none">a&o Hamburg Hauptbahnhofa&o Dresden Hauptbahnhof
2008	<ul style="list-style-type: none">a&o Leipzig Hauptbahnhofa&o Wien Stadthalle (AT)

2009	<ul style="list-style-type: none">a&o Hamburg Reeperbahna&o Düsseldorf Hauptbahnhofa&o Köln Neumarkt
2010	<ul style="list-style-type: none">a&o Berlin Hauptbahnhof
2011	<ul style="list-style-type: none">a&o Köln Doma&o Nürnberg Hauptbahnhofa&o Dortmund Hauptbahnhof
2012	<ul style="list-style-type: none">a&o Hamburg Citya&o Prague Metro Strizkov (CZ)a&o Karlsruhe Hauptbahnhof (now closed)
2013	<ul style="list-style-type: none">a&o Frankfurt Galluswartea&o Graz Hauptbahnhof (AT)a&o Wien Hauptbahnhof (AT)
2014	<ul style="list-style-type: none">a&o Aachen Hauptbahnhofa&o Weimara&o München Laim
2015	<ul style="list-style-type: none">a&o Amsterdam Zuidooost (NL)a&o Stuttgart Citya&o Berlin Kolumbus
2016	<ul style="list-style-type: none">a&o Köln Hauptbahnhofa&o Prague Rhea (CZ)a&o Salzburg Hauptbahnhof (AT)
2017	<ul style="list-style-type: none">a&o Copenhagen Nørrebro (DK)a&o Bremen Hauptbahnhofa&o Venice Mestre (IT)
2018	<ul style="list-style-type: none">a&o Prag Rhea (CZ)a&o Frankfurt Ostend
2019	<ul style="list-style-type: none">a&o Venice Mestre II (IT)a&o Copenhagen Sydhavn (DK)a&o Warsaw Wola (POL)a&o Budapest (HUN)

The development

a&o is now active in the following cities:

The a&o basic principle



Vision

We are Europe's number one: Enjoyment of quality and service is part of our mentality. We communicate clearly and comprehensibly, internally and externally. We strive for the satisfaction of our guests and employees. We are technical pioneers in our industry.



Mission

We represent a simple, easy-to-use hostel product with a good feel for guests, the right trends and the necessary boldness that gives us our unconventional industry reputation. With our clear concept, we ensure that our guests only pay for what they really need. With a clear focus on costs and size, we offer our guests the most inexpensive accommodation in a central, inner-city location.

Unity

Our unity with our guests is characterised by loyal, collegial employees whose work revolves around the well-being of our guests. Teamwork comes before a "go it alone" attitude; a&o supports its employees to ensure long-term retention. The feeling of unity thereby plays a major role.

- Teamwork
- Loyalty
- Community
- Staff retention
- Regular guests

Variety

We welcome all guest types, as well as different employee personalities. An uncomplicated and apolitical manner is our trademark. We are consciously multicultural.

- All guest types
- Non-political
- Uncomplicated
- Different types of employees (including those with different career backgrounds)
- Multicultural

Innovation

At a&o, we are constantly striving for innovation. We are bold creative minds who always try new things, and we often call ourselves a novelty as industry leaders. The same applies for technical and operative innovations.

- Pioneers
- Technology
- Trying new things
- Creative
- Bold

Empathy

Our relaxed, authentic, informal manner is valued by guests and employees alike. Tie? No chance! We have fun at work and we are young (or at least we have stayed young), and we feel it too.

- Relaxed
- Informal
- Fun at work
- Authentic
- Young

Dynamics

Here, dynamics is not just a phrase. We love and need change, and we develop further with the needs of our guests. We also value quick decisions as well as flexible employees and mentalities. The words "passionate" and "energetic" describe us excellently.

- Flexible
- Passion
- Quick decisions
- Energy

Future objectives

Zeitgeist, lifestyle and fun meet innovative hotel business

With TPG as a strong investment partner, a&o Hostels is driving a European expansion with the goal of targeting "five more countries in five years".

Each day, we expand on our USPs, such as the bonus programme for regular guests and the 100% discount for children up to 18 years who stay in a room with their (grand)parents, or simply a perfect innercity location at the best price.

a&o's credo is still „everyone can travel“ – regardless of the travel budget, because we make expensive cities affordable.

Our objectives

- Internationalise the a&o group
- Expand in Europe's metropolitan areas
- Strive for market leadership in a&o's growth markets
- Expand the target groups by redesign and a modern image
- Increase brand awareness
- Remain the number one for group travel
- Strengthen the "family travel" and "FIT" segments
- Retain guests in the long term with intensive bonus programmes for regular customers
- Remain number one for technical innovations with
 - Mobile check-in
 - Smartphone as room key
 - Best Wi-Fi in the industry



Simple, big,
honest, always
with a smile.

Hostel




























Hostel	Group			Fit	Occupancy in the last 2 years		Number of rooms
a&o Aachen Hauptbahnhof, 2014	26 %		74 %		65 %		118
a&o Amsterdam Zuidoost, 2015	34 %		66 %		67 %		353
a&o Berlin Friedrichshain, 2000	54 %		46 %		67 %		233
a&o Berlin Hauptbahnhof, 2010	52 %		48 %		75 %		332
a&o Berlin Kolumbus, 2015	60 %		40 %		53 %		240
a&o Berlin Mitte, 2004	57 %		43 %		65 %		479
a&o Bremen Hauptbahnhof, 2017	30 %		70 %		Bed occupancy in the last two years n.a. (opened in 2017)		107
a&o Copenhagen Nørrebro, 2017	10 %		90 %		90 % (since April 2017)		168
a&o Dortmund Hauptbahnhof, 2011	20 %		80 %		63 %		105
a&o Dresden Hauptbahnhof, 2007	40 %		60 %		68 %		159
a&o Düsseldorf Hauptbahnhof, 2009	25 %		75 %		67 %		174
a&o Frankfurt Galluswarte, 2013	13 %		87 %		59 %		310
a&o Frankfurt Ostend, 2018	n.a.		n.a.		Bed occupancy in the last two years n.a. (opened in 2018)		230
a&o Graz Hauptbahnhof, 2013	36 %		64 %		52 %		120
a&o Hamburg City, 2012	39 %		61 %		64 %		554
a&o Hamburg Hammer Kirche, 2005	7 %		93 %		75 %		68

Hostels from A to W at a glance

a&o Hamburg Hauptbahnhof, 2007	40 %	60 %	67 %	278
a&o Hamburg Reeperbahn, 2009	20 %	80 %	66 %	309
a&o Köln Dom, 2011	3 %	97 %	75 %	41
a&o Köln Hauptbahnhof, 2016	10 %	90 %	67 %	39
a&o Köln Neumarkt, 2009	36 %	64 %	70 %	173
a&o Leipzig Hauptbahnhof, 2008	41 %	59 %	63 %	163
a&o München Hackerbrücke, 2006	47 %	53 %	66 %	214
a&o München Hauptbahnhof, 2005	16 %	84 %	73 %	73
a&o München Laim, 2014	41 %	59 %	65 %	214
a&o Nürnberg Hauptbahnhof, 2011	20 %	80 %	75 %	116
a&o Prague Metro Strizkov, 2012	59 %	41 %	46 %	359
a&o Prague Rhea, 2016	60 %	40 %	49 %	440
a&o Salzburg Hauptbahnhof, 2016	24 %	76 %	67 %	116
a&o Stuttgart City, 2015	23 %	77 %	57 %	237
a&o Venice Mestre, 2017	42 %	58 %	Bed occupancy in the last two years n.a. (opened in 2017)	300
a&o Warszawa, 2018	30 %	70 %	n.a.	200
a&o Weimar, 2014	61 %	39 %	42 %	135
a&o Wien Hauptbahnhof, 2013	42 %	58 %	61 %	301
a&o Wien Stadthalle, 2008	29 %	71 %	68 %	134

USPs

The basis for our success

1	2	3	4	5	6	7	8
Location	Technology	Personnel	Investment	Groups	Families	Partners & guests	Options
<div><div></div><div>Best central locations</div></div> <div><div></div><div>Ideal connections to local and long-distance public transport</div></div>	<div><div></div><div>Dynamic price and availability management by AutoUpdate property management system (PMS)</div></div> <div><div></div><div>In-house software for automatic online management of the OTA channels, managing 50 channels with two-way online connection</div></div> <div><div></div><div>24/7 real-time availability, category and occupancy independent yielding</div></div>	<div><div></div><div>Personnel costs of 12 % of our revenue are considerably below the industry average thanks to:</div></div> <div><div></div><div>AutoUpdate-PMS</div></div> <div><div></div><div>centrally controlled sales and marketing</div></div> <div><div></div><div>flexible pool of employees</div></div>	<div><div></div><div>Investment per bed below average due to:</div></div> <div><div></div><div>own contributions</div></div> <div><div></div><div>conversion/revitalisation</div></div> <div><div></div><div>large building units</div></div>	<div><div></div><div>We want groups and can accommodate them with the following:</div></div> <div><div></div><div>market-leading capacities for groups, clubs and school trips</div></div> <div><div></div><div>real-time booking tool: online and bookable in real time</div></div>	<div><div></div><div>a&o focuses on family rooms:</div></div> <div><div></div><div>free cots for small children up to two years</div></div> <div><div></div><div>children up to 18 stay for free in a room with their (grand)parents</div></div> <div><div></div><div>extras such as high chairs and children's stools are free</div></div>	<div><div></div><div>High operator loyalty for 18 years</div></div> <div><div></div><div>Collaboration with B2B key accounts</div></div> <div><div></div><div>Regular guest programme for companies with fixed prices</div></div>	<div><div></div><div>Accommodation options for any budget:</div></div> <div><div></div><div>single, double and family rooms</div></div> <div><div></div><div>multi-bed dormitories</div></div> <div><div></div><div>24/7 service, guest kitchen, washing machine</div></div>



a&o's growth plans

Why a&o?

- **European market leader in the hostel sector:** a&o is the largest fully integrated, privately-owned hostel chain in Europe, with over 18 years of experience.
- **Balanced and low complexity business model:** a&o is delighted about the demand from a large customer basis (in the markets for budget leisure, business and education) and operates a low complexity business model, making a&o's business resilient in times of economic downturns.
- **Extensive conversion know-how, flexibility and efficiency:** Over the past 15 years, a&o has renovated more than 200,000 m² of existing buildings and turned them into hostels. a&o hostels allow for an efficient use of space in conversion projects thanks its high degree of flexibility and low product complexity.
- **Attractive returns:** a&o allows to achieve attractive returns on investment thanks to its high profitability business model and efficient use of space.

a&o looks for

- **Locations:** Assets in secondary locations with excellent connections to public transport (train, subway and tram stations), from which the city center can be reached in up to 15 minutes by subway/tram.
- **Type of financial assets:** Mostly conversion assets (from hotel, office or industrial use), potential green field developments. Assets within mixed-use schemes do work for a&o as well.
- **Size:** 3,000 m² to 15,000 m² net space, depending on location and market



a&o as investor

- Preference for turnkey projects or assets with fully approved planning consent or building consent attached to convert the asset into a hostel
- In the case of turnkey projects:
 - technical assistance to the developer by a&o's inhouse construction team throughout the entire design, planning and construction process
 - installations, operational and business fittings, materials and equipment and IT are arranged by a&o
 - guarantee scheme on a deal per deal basis

a&o as tenant

- Long-term fixed lease agreements on existing assets or forward-deals for new developments
- Guarantees
- Technical assistance to the developer by a&o's inhouse construction team throughout the entire design, planning and construction process
- AA rating by Treugast (a business consultancy)



a&o's target marks

- Spain: Barcelona, Bilbao, Madrid, Málaga and Sevilla
- Portugal: Lisbon and Porto
- Italy: Bologna, Florence, Genoa, Milan, Rome and Verona
- UK and Ireland: Dublin, Edinburgh and London
- Central and Eastern Europe: Belgrade, Budapest, Bucharest, Krakow, Warsaw and Zagreb
- Greece: Athens
- France: Paris
- Germany: Berlin, Freiburg, Heidelberg, Cologne and Munich
- Austria: Innsbruck and Vienna
- Turkey: Istanbul
- Switzerland: Geneva and Zurich
- Sweden: Stockholm

Contact us

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Certification



- Four-star QMJ certification for all a&o buildings
- Company-wide TÜV examination of the “Youth Hostel Quality Standard”
- Seal of quality for youth travel from the German travel network
- Double-A rating by TREUGAST Solutions Group for the third year in a row

Awards



- No. 1 in online marketing (study by digital effects)
- Test winner in the “price” category (Check24 analysis of German budget accommodation)

Performance 2018/2019

Where we stand

Facts & figures

Good forecasts for hostels

The sales figures show what a&o realized many years ago: City tourism is booming! Short trips in particular are popular amongst holidaymakers, followed by visits to friends or grandparents. As a provider of group accommodation, a&o has been particularly popular from the very start because of the growing demand for central locations for less money for school and club trips.

Record year in 2018

Around 140 million euros in revenue (net) and 5 million overnight stays – a&o is currently growing at a rate of over 15 % per year. There are at least two new openings each year.

Digitalisation in focus

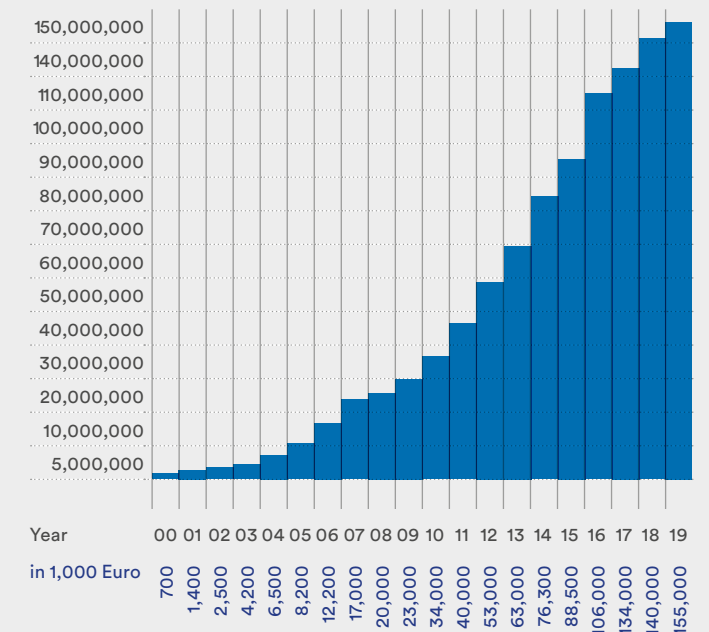
As a direct sales channel, the online segment is a&o's main discipline. aohostels.com is a true booking magnet thanks to continuous performance tests, in-house developers and visionary know-how. The a&o website is overtaking online brokers such as booking.com by far in terms of figures. From sleepy regular guests to bargain hunters, everybody can find what they are looking for online at a&o.

No. 1 in online marketing

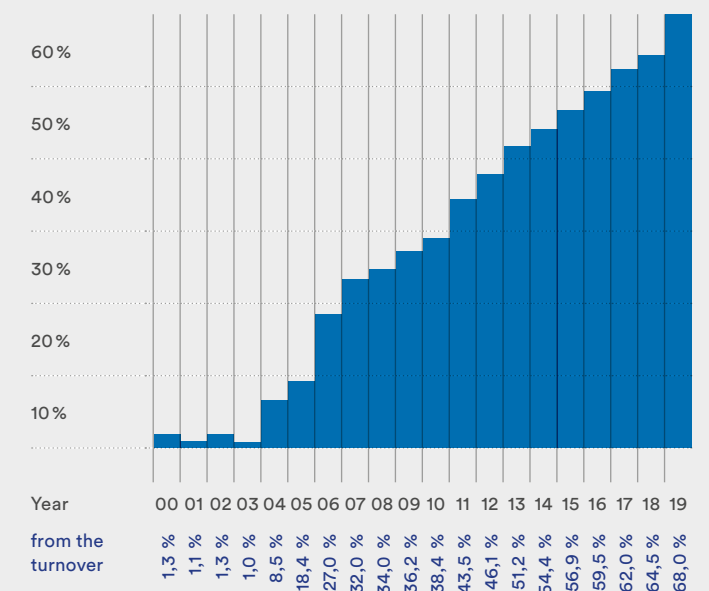
According to an online marketing study by digital effects, a&o is ahead in the fields of SEO, SEA and social media marketing. The very good sales figures of aohostels.com confirm these results.

Revenues

Revenues in € net

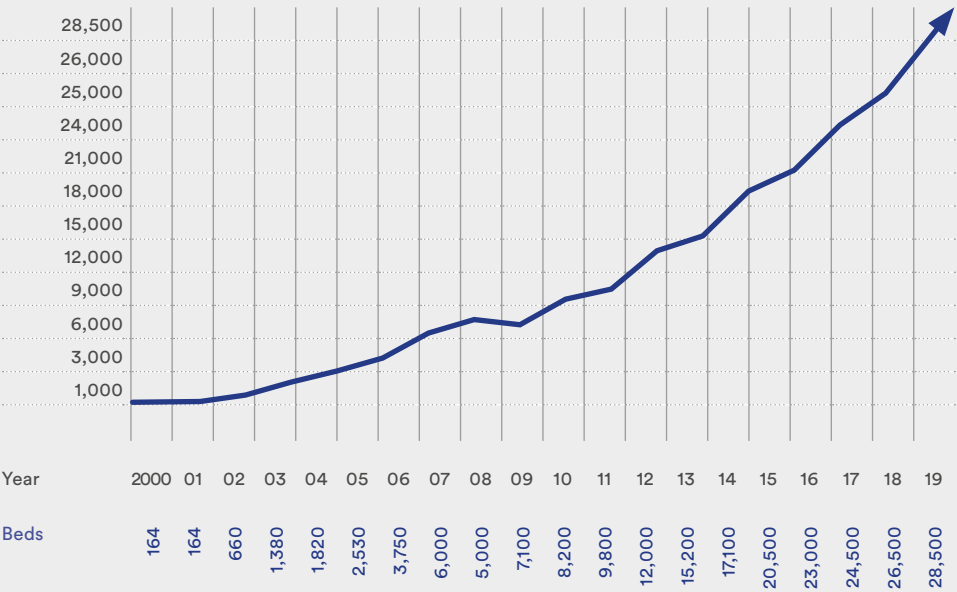


Online revenues in %

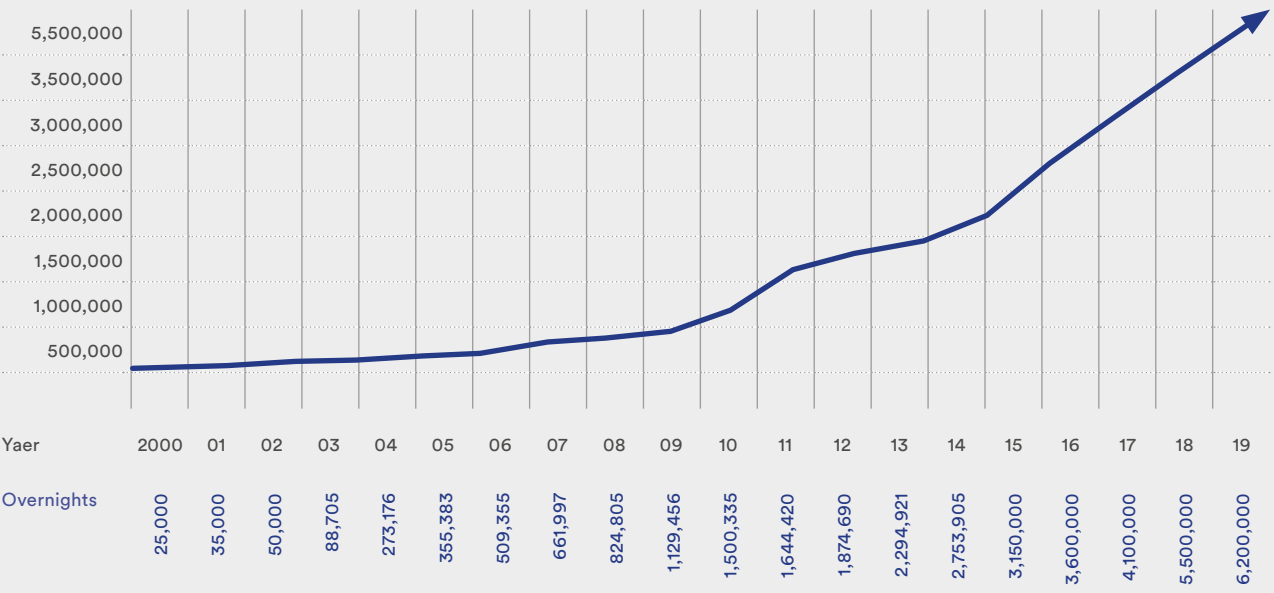


Bed capacities & number of overnight stays

Bed capacities



Overnights



The guest ABC

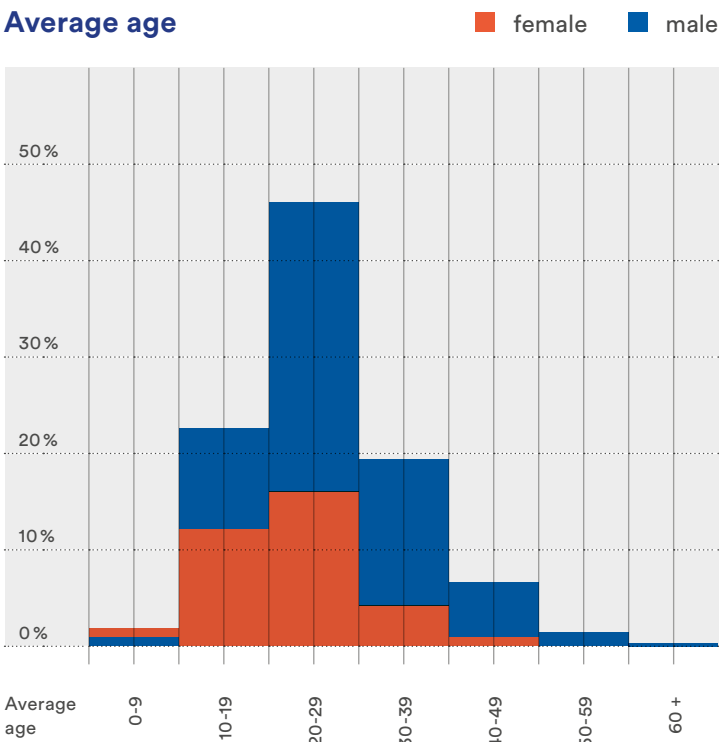
Only those who know their guests can recognize the next major trends and develop their products. The a&o group is concentrating all the more on systematic analyses and customer surveys, and it is using innovative analysis tools.

Age structure

The image of the online user stands out similarly as an example of the a&o age structure: The main target group consists of young people aged 18 to 34, traveling to Europe’s metropolitan areas for leisure purposes. The chain is increasingly focusing on families and business guests who are looking for a good price-performance ratio and a low cost. Group business remains our core, at approx. 35 %. In the 2017/2018 season, 20,100 groups used a&o as a reasonably priced accommodation option.



Average age



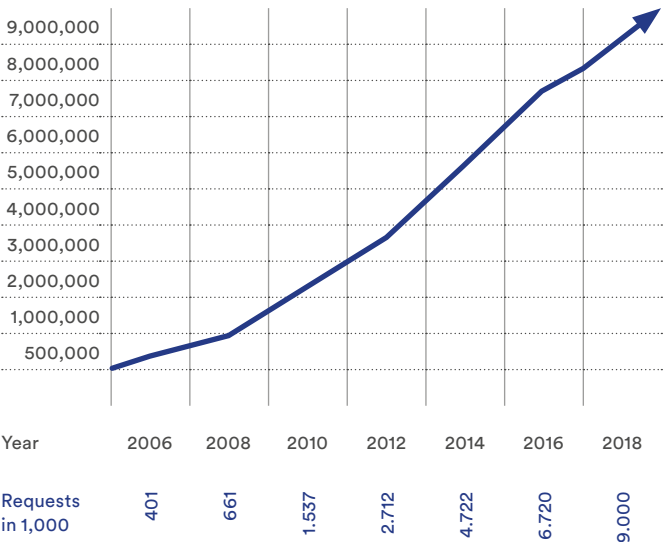
Web access

With 6.5 % more sales and an overall booking amount of 68 % of all bookings in 2017, aohostels.com is now an indispensable booking channel.

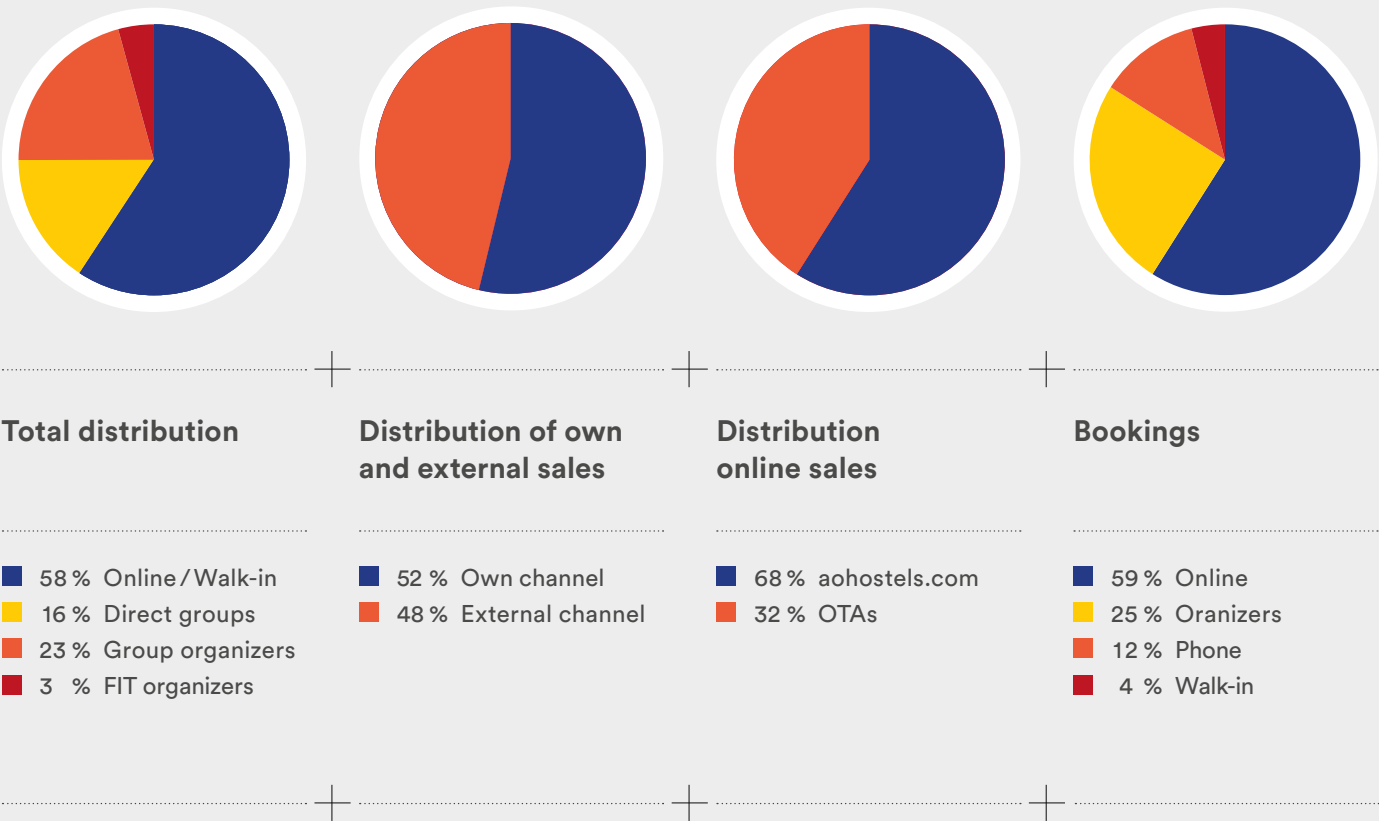
This is because of the very good price yield per city and hostel, and the increased sales of additional services, such as the top-seller breakfast.



Web visits to aohostels.com



Origin of our guests / Guest structure



Sustainability

Sustainability in tourism directly influences other people and their quality of life like in no other industry. From the staff and guests to the suppliers, booking partners and neighbours – everybody is connected to one another as part of a large chain. a&o finds the ideal balance for this purpose.

Financial sustainability

- Growth with our own capital and by ourselves
- Creation, safeguarding and development of international jobs
- Payment of a living wage

Head office in Berlin for consistent standards

- Central group reservations department/call center
- Quality management/supervisor
- Sales/marketing/PR
- Customer service

Constant process optimisation, e.g. concerning:

- Digitalisation for long-term conservation of resources
- Work flows for a pleasant guest experience thanks to competent handling

Environmental sustainability

- Use of water and energy saving products (e.g. energy-saving lights and shower head perlators)
- No paper or plastic room advertisements (only the most essential information)

- Well-functioning waste management and bottle deposit systems
- Top location in inner cities: very accessible for guests and staff by bus/train
- Bicycle hire as an alternative to bus and car

Resource-sparing cleaning (water and energy saving, minimum use of chemicals)

- Green Care Award 2016
- Use of dosing equipment for particularly mild acid concentration
- Long-lasting cleaning products

Low CO2 footprint by:

- High spatial efficiency thanks to multi-bed dorms
- No restaurant/wellness facilities
- Complete heat insulation (unless the building is listed)

Social sustainability

- Financial participation of employees in the company success and staff retention programme (e.g. free overnight stays and sports courses)
- 80 % of trainees taken on and further supported after passing their examinations
- Striving for long-term, permanent employment contracts

- Suitable working hours in accordance with the usual hotel standards

Own training academy as a place of learning

- Teaching of “a&o Standard Procedures”
- Fundamentals of system hotel business
- Safety training and coaching
- Needs of teachers and young people
- Training establishments: a&o Leipzig, a&o Köln Neumarkt, a&o Berlin Friedrichshain and a&o Berlin Kolumbus

Welcome days for new staff

- Monthly two-day event to strengthen company integrity
- Educational preparation and exciting mix of talks, roleplays, group work and much more

Involvement in the fields of (school) education, climate protection and equal opportunities

- Numerous smaller projects nationwide
- Sponsoring of youth sports teams
- Support for SOS Children’s Villages (since 2004)

Working at a&o

Five good reasons to choose a&o

a&o is known for its unconventional and innovative manner, which is shaped primarily by our employees. We place great value on working together openly and responsibly.

We want guests and employees to feel this, because together not only is work fun – it is a success.



1. We are an exciting budget brand

Our mission is to offer every guest the most reasonably priced overnight stay in a central, inner-city location in which guests can quickly make friends. For that reason, we are growing each year with at least two new hostels. With our fair price model, we make city trips affordable for everyone.

2. We hire on a long-term basis

We would like to gain long-term employees and want our regular guests to see the same faces again and again. This is helped by a responsible working environment, supporting teams and a modern workplace. A permanent employment contract is not an impossible goal, but our daily routine.

3. We offer countless development opportunities

From the proverbial “pot washer” to millionaire – well, hostel manager at least. We provide support in all directions and want to put wonderfully trained staff in a position in which they can see their futures with us. For this purpose, we teach the relevant content and provide certificates for the system hotel industry at the a&o academy, and we can quickly fulfill



staff requests to move abroad or change positions.

4. We rely on people as a success factor

The first impression is decisive for the guest. A smiling receptionist, good usability during booking – it all counts. We accommodate guests from all over the world, and this is reflected by our employees. For us, character is worth more than a CV. We foster the “you” aspect and promote intercultural respect.

5. We are always there

School pupils on a class trip, backpackers travelling for the first time, young adults on a short trip and stag parties – they all stay with us. Later on, they reserve family rooms or check in as business guests.

No matter when, we have always been there and accompanied them. Our room categories can be adjusted to suit the age and personal circumstances of the guest. Only one thing remains: staying centrally at a low cost.



Training & career

Recognised training establishment since 2003

Motivated and enthusiastic people who want to actively participate and help shape a company fit in at a&o like peas in a pod! We currently employ over 90 trainees, who will become hotel management assistants for tourism and leisure, and office management assistants.

New: dual studies at a&o

Since 2016, a&o has been offering a business management/tourism dual studies programme in cooperation with HWR Berlin, focusing on hotel management. For the 2017 winter semester, we received 300 applications, and we are delighted to be bringing students closer to the hotel business in places such as Aachen, Berlin, Frankfurt, Hamburg and Nuremberg.

“With the constant growth of a&o, we also have a growing need for young people who want to get involved in our hostels, with lots of joy and dynamism – as trainees, part-time students or dual students. We warmly welcome everybody who focuses on the well-being of the guest, and here, everybody has a chance to move up the ladder. After all, a&o started small, too. Together, we are shaping the vision of affordable

stays for everyone in Europe’s most exciting metropolises.”

Oliver Winter
CEO

a&o academy

Since 2015, a&o has been offering a traineeship that is suitable for both its own staff and people with other career backgrounds. At individual training establishments in Leipzig, Berlin and Cologne, external trainees spend several weeks being prepared for their work at a&o.

Some employees can qualify for other career steps within the business. Uniform standards of safety, service, cleaning and personnel management are taught, for example basic knowledge of the system hotel business, safety training, and the a&o standards handbook, for all hotel areas – from reception to food and beverages.

Once the trainees have obtained all the certificates and rotated through all areas, their own hostel will be waiting for them as a coronation ceremony.

Memberships & associations

a&o is a member of various associations in which individual hotels actively exchange ideas about city tourism, the hotel business, security and guests' wishes.

We are involved in DEHOGA, Reisenetz e.V. (a German association for children's and youth travel), the Polish association for German teachers, and the AATG (American Association of Teachers of German), inter alia.

Involvement in sports

In Germany, we promote the under-17 girls' teams of 1. FC Union Berlin. In Austria, a&o sponsors the youth under-16s at SK Sturm Graz, and the under-19 teams of first-league Viktoria Plzeň in the Czech Republic. a&o is also a youth partner of ALBA Berlin (basketball), the Eisbären Juniors (ice hockey) and the Berlin Eastside table tennis club, and it is a member of the Berliner Fußball-Verband and Landessportbund Berlin football and sports associations.



The German Speed Skating Association (DESG), the Deutsche Schachjugend (German junior chess association), and SG Handwerk e.V. (triathlon, swimming, volleyball etc.) have also been supported by a&o since 2015, and we also support cycling, marathons etc. as a partner hotel.

Support in the field of education

With school and group trips as one of our largest target groups, we try to give something back by supporting education, youth work and climate projects, regionally and nationwide.

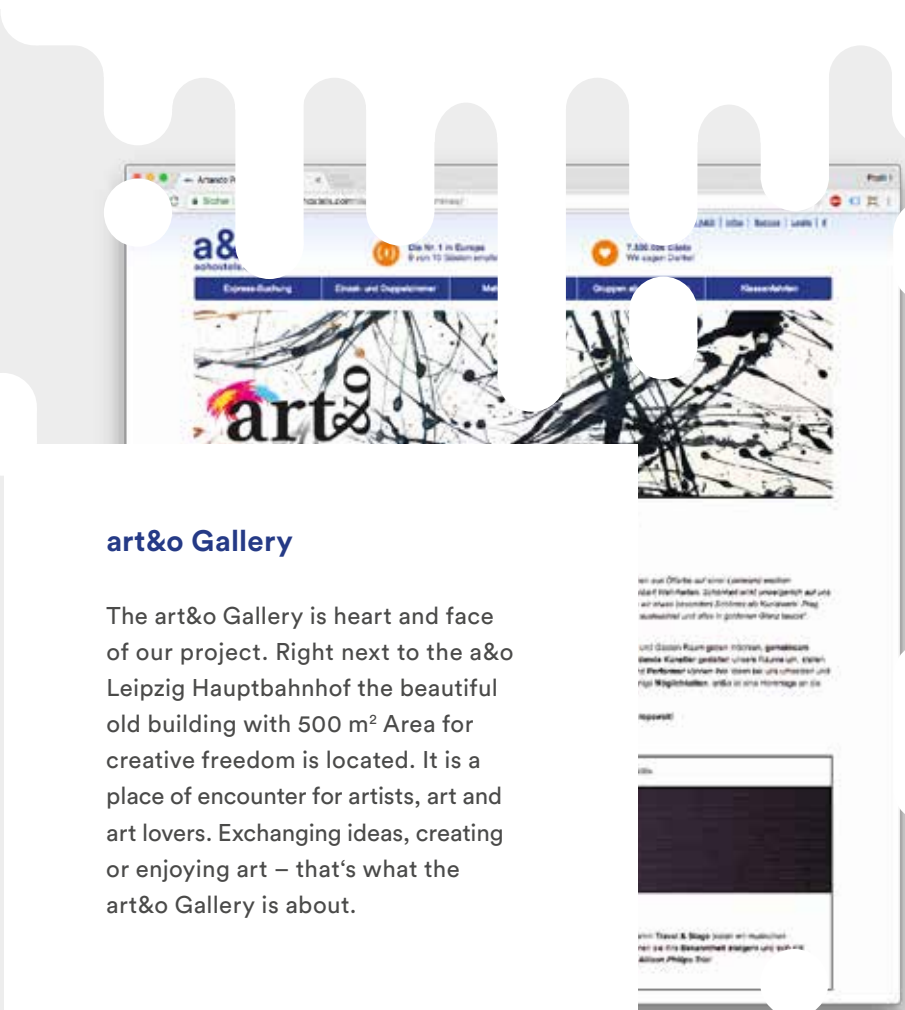
For example, we assist in Berlin Klima Schulen competitions, and the Go4Goal English language test, and at the Berliner Freudbergschule school via school sponsorships, for instance. We have also been supporting SOS Children's Villages since 2004.

art&o – a&o meets art

art&o is a heartfelt project of ours, with which we aspire to give artists, musicians and guests space to create and enjoy art together.

Musicians play gigs, while visual artists redesign our rooms, present their work or organize workshops. Local talents and performers can implement their ideas with us and present them to a curious audience.

art&o is an homage to art – the art of today.



art&o Gallery

The art&o Gallery is heart and face of our project. Right next to the a&o Leipzig Hauptbahnhof the beautiful old building with 500 m² Area for creative freedom is located. It is a place of encounter for artists, art and art lovers. Exchanging ideas, creating or enjoying art – that's what the art&o Gallery is about.

Travel & Stage

We give musicians a platform

a&o offers talented musicians a stage and an audience. They perform and stay in our hostels, enabling them to increase their popularity, and exchange with local and international communities – all in Europe's metropolises!

Travel & Create

Artists redesign our hostels with their works

Whether they are paintings, photographs, sculptures or exhibitions – at a&o there is lots of space for creative minds. The artists stay with us, and in return they leave behind works of art that beautify and individualize our hostels.

Travel & Type

Write for us and sleep here

Travel bloggers have made writing about travelling while travelling their profession. We invite them to spend the night at our hostels, and in return they write about their stay.

Travel & Skills

Discover the artist in you

We provide artists with our rooms for workshops, so that they can teach their artistic skills to others.

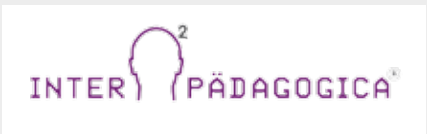
Distribution fairs

As well as numerous other trade fairs, a&o regularly appears at the following:



ITB Berlin

ITB Berlin is the world's largest tourism exchange and therefore the leading trade fair in the tourism industry. With an enormous area presence, a&o is represented here at the Youth Travel Center, the ideal interface for supply and demand.



INTERPÄDAGOGICA

Austria's only educational trade fair is the best way for a&o to promote direct sales in Austria.



WTM London

This international travel trade fair is where the travel industry meets to arrange new trade agreements between the exhibitors. It is a three-day event with lots of opportunity for contact and innovation for a&o.



GTM

At the largest incoming workshop for Germany, the German Travel Mart, a&o can present itself ideally to international trade professionals, work on relevant markets, establish new contacts and initiate business.



DIDACTA

In order to drive direct sales, contact with teachers and schools is the main focus at the world's largest trade fair for learning and teaching.



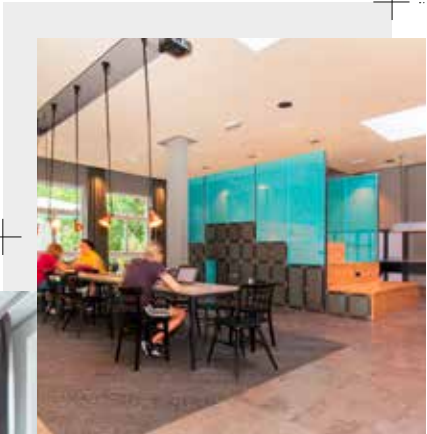
A new era – redesign of the a&o brand

In 2018, a complete redesign fired the starting pistol for a new a&o era. With a completely overhauled corporate design, not only do we want to transport our guests to a new world of a&o standards, but we want to set off in a new, innovative direction in the hostel market.

Where do we see our future? In a modern, functional design with the lobby as the heart of all a&o establishments – as a living room and a lively meeting point for people from all over the

world. A space to be comfortable, relax, laugh, make friends, work or meet.

Therefore, we have started a complete redesign of our buildings, in line with our concept: honest, cheerful and extraordinary. Despite the brand's facelift, our aspiration and motivation are the same as before: low-cost rooms in a central location for everyone and with everything travellers need. The a&o brand therefore continuously symbolises rooms for everybody with an unbeatable price-performance ratio – true to our slogan "everyone can travel".



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everyone can travel

**Top level position in the comparison
of lowest budget hotel rates in German
major cities**

**Awarded by HostelBookers for being
one of the most family friendly hostels
in Europe**



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