

Berlin/Wiesbaden, 9th August 2018

Summer, sun and lots of fun - The a&o Family Days in Prague



The sun was shining, and playing in front of the a&o hostel Prague Metro Strizkov were smiling, happy children - not a glum face in sight! And the reason for this? This year, the a&o Family Days were hosted in the Czech capital. From the 27th - 29th July, a&o, Europe's largest hostel chain, hosted an exuberant weekend for the sixth time in a row, with festivities being enjoyed by both young and old. In addition to a large children's party, the programme included a cosy evening of grilling, followed by a children's disco.

Phillip Winter, Chief Marketing Officer of a&o Hostels, was delighted with the large turnout and remarked that "For bigger families on a smaller budget, it is often not easy to get away for a short holiday. We want our Family Days to change that and enable these families to travel as well." Winter, who is himself father of two children, added "For next year, we are already working on new ideas and events that aim to make city trips accessible to even more families."

The a&o Family Days, which kicked off as the a&o Big Family Day, offer families the opportunity to spend an affordable short holiday in some of Europe's most beautiful cities. For just 59 Euros a night and room, parents with up to four children can stay over - breakfast and entertainment included. Unique in the industry: at a&o, children up to the age of 18 sleep free in their parents' room, underlining a&o's family-friendly ethos and affirming its guiding principle "everyone can travel."

The annual event is always dedicated to families and provides a varied programme that has something for everyone. While the children enjoy themselves at the clown show, jump on the bouncy castle, do arts and crafts or have their faces painted, the parents can sit back and relax with coffee and cake. In the evening, everyone meets back up again for a social barbecue, before the last ounces of energy are squeezed out at the children's disco. Professional childcare gives parents the opportunity to enjoy the evenings alone together, or to go sightseeing around the city.

About a&o Hostels

Since 2000, a&o has been operating 34 establishments in 21 cities and six countries (Germany, Austria, the Netherlands, the Czech Republic, Denmark and Italy). As Europe's largest hostel provider, the chain is growing at over 15 percent a year. Another opening is planned for 2019 in Warsaw, Poland. With around 24,000 beds and more than four million overnight stays in 2017, a&o recorded turnover of around 134 million euros.

Contact information for editorial staff:

Text & Action, Angelika Ardelit

Kaiser-Friedrich-Ring 53

65185 Wiesbaden

Tel: +49 (0) 611 – 9 86 96 – 25

Email: Angelika.Ardelit@text-aktion.com