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“Everyone can travel” – discover Germany with a&o, Europe’s largest hostel chain

From Hamburg to Munich, Aachen to Dresden, and with no fewer than four in Berlin: with 25 hostels in Germany and a total of 34 in Europe, a&o is Europe’s leading hostel provider – and the company continues to grow. Founded in 2000, it offers overnight stays from 12 euros, central locations and modern buildings.



Berlin – School classes, sports groups, clubs, families and an increasing number of individual travellers appreciate the concept: “Value for money” is a&o’s key message, emphasises Chief Marketing Officer Phillip Winter, explaining: “We represent a price-performance ratio that exceeds our guests’ expectations. We offer location, comfort and service at an affordable price.” In Germany alone, a&o has 25 hostels in 14 cities, catering to varied and flexible accommodation needs from Hamburg to Munich and Düsseldorf to Dresden. In Berlin, guests can even choose between four different hostels.

Redesign and mobile check-in

On average, around half of a&o’s rooms are 4- and 6-bed dorms. This is a clear indicator of the company’s target market, which hasn’t changed since it was founded 18 years ago. But that doesn’t mean ruling out modern looks and business travellers – far from it: By the end of 2020, all hostels will receive new designs and technological innovations such as mobile check-in, which will be expanded in the context of a comprehensive redesign process. The aim is to attract individual travellers as well in the future. “The travel sector is becoming more multifaceted,” notes Winter, “and the satisfactory feeling of having got a little bit more for your money is important to guests – achieving that is a constant challenge and a major source of motivation for us.”

“Everyone can travel” – 34 hostels in 21 cities and six countries

With 25 hostels in Germany alone and a total of 34 hostels in 21 cities and six countries, a&o is the largest privately-operated hostel chain in Europe. The company is looking to continue its growth course in southern Europe, with its first Italian hostel, Venice Mestre, opening in the summer of 2017. Aside from northern Italy, preferred destinations include Spain and Portugal. Further openings are scheduled in eastern and northern Europe.

Company press and download area: <https://www.aohostels.com/de/presse/>

About a&o Hotels and Hostels:

Since 2000, a&o has been operating 34 hostels 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 a rate of more than 15 percent a year. With around 24,000 beds and more than four million overnight stays in 2017, a&o recorded revenue of approximately 134 million euros.

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