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## a&o launches social media campaign with the Büchner family of the popular "Goodbye Deutschland" documentary series



Jens and Daniela Büchner are the new faces of a&o Hostels' social media channels. The six-month cooperation revolves around the family- and child-friendly nature of the a&o brand. Together with their two-year-old twins, the Büchners will visit a&o accommodations in Germany and Italy. The slogan's campaign encapsulates this message: "Families love a&o".

"For me, the Büchners represent the modern family: uncomplicated, honest, and sincere. Always busy, always changing", explains a&o founder Oliver Winter when asked about the cooperation. "I look forward to our collaboration over the next few months."

Jens and Daniela Büchner, who are known for leaving Germany for Mallorca in "Goodbye Deutschland" and are also the subject of other popular TV series, marked the beginning of the cooperation by taking a holiday to their former home country together with their two-year-old twins Jenna Soraya and Diego Armani. They spent two days at the a&o Berlin Mitte hostel, accompanied by a camera. Their next stop is Italy, where the family will visit the a&o hostel Venice Mestre. The cooperation will last for six months, during which Daniela Büchner will regularly post her impressions from the various a&o locations on Instagram and Facebook.

Corporate press and download section: [www.aohostels.com/de/presse](http://www.aohostels.com/de/presse)

Picture reference: © Arthur Pohlit

### About a&o Hostels

Since 2000, a&o has been operating 33 hostels in 21 cities and six countries (Germany, Austria, the Netherlands, the Czech Republic, Denmark, and Italy). Europe's largest hostel chain is growing at a rate of over 15 percent each year. In May 2017, a&o Copenhagen Nørrebro opened its doors, followed by a&o Venice Mestre in July and a&o Bremen Hauptbahnhof in October. Additional openings are also planned for 2018, among others in Frankfurt am Main. With around 24,000 beds and more than four million overnight stays in 2017, a&o realised a turnover of around 134 million euros.

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