

Holiday Hostels

Introduction

In 2004 6.4 million tourists came to Ireland and of those 3% stayed in Hostel accommodation, 1% more than stayed in Caravan and Camping. The highest number staying in hostels came from Mainland Europe and USA and the lowest number came from UK. Because of the vast improvement in Standards and Quality the hostel sector is growing. Hostel in Ireland divide into two categories namely Holiday hostels and Youth hostels. Youth hostels are run under the direct management of an organization or associations such as An Oige, while Holiday Hostels are under the management of a Proprietor or Manager, in other words are privately owned. As with all tourism products membership of a marketing organization is very important both from a marketing and networking viewpoint. This membership is available through Independent Holiday Hostels who do an excellent job in promoting the sector, see www.hostels-ireland.com.

Setting up and General requirements

Fáilte Ireland have licensed Excellence in Tourism Ltd., Email: info@etl.ie to register Hostels for tourists. Detailed specifications on the requirement for approval can be located on the Fáilte Ireland web-site www.failteireland.ie.

Broadly the regulations require:

- Reception area for the control of arriving and parting guests.
- Disabled access.
- The dining area must be a minimum of 18.60sq meters and allow for the provision of meals at tables or countertop. It must cater for the maximum number of people staying at one time.
- Kitchen must provide for the storage of non perishable foods and must have refrigeration facilities for perishables. The kitchen must also have facilities for cooking, a sink unit and garbage disposal facilities. It must be close to the dining room.
- The common room must be not less than 16.74 sq.meters.
- One shower or bath per 10 people, two WC for the first five and one per ten persons thereafter.
- Sleeping facilities can be in dormitories, bedrooms or a combination of both. Each sleeping area must be not less than 4.65sq.meters, in rooms for 1 person; 3.25sq.meters for two people and 2.79sq.meters in rooms accommodating more than 2 people.
- An experienced resident supervisor must be available at all times.



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This is one of a series of fact sheets on potential income generating activities.

All fact sheets are available in the Advisory Section of the Teagasc Website
www.teagasc.ie

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Teagasc Fact Sheets present a brief overview of a topic. Further detailed advice should always be sought from relevant sources.

Marketing and promotion

Registration with Fáilte Ireland through Excellence Ireland is very important. As outlined above Membership of a marketing group such as Independent Holiday Hostels is essential. Promotional material such as a brochure, business cards and a web- site is very important. Contact with your local Regional Tourist office and Fáilte Ireland to get links to the customer through promotional events is vital.

Grant Aid & Training

Grant aid may be available for development, talk to your local LEADER company. Training and advice is available from Teagasc.

Income potential

Charges for Holiday Hostel accommodation range from €10/per person/night to €25/per person /night, some provide extras such as breakfast, en-suite family rooms and locker facilities. A Bednight (BN) is the equivalent of one person staying one night.

*Potential Income at Full Capacity

Based on 2 dormitories and 2 family rooms	€
Dormitory Room 1 x 6 bed dormitory x €12 per person per night 1 x 8 bed dormitory x €12 per person per night Total bednight potential 14 x 365 = 5110 BN Income 5110BN x €12	61,320
Family Room 2 x family rooms x €25 per room 2 rooms x €25 x 365	18250
Total Income	79,570
Costs Running costs @20% Repayments on €100,000 @ 4.1% over 10 years	15,914 4140
Total Costs	20,054
Margin	59,516

**Occupancy can be as low as 50%*

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