

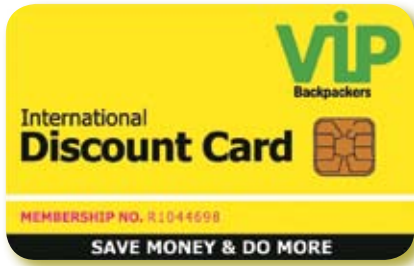
**VIP**  
Backpackers.com

**BECOME A VIP HOSTEL**  
Information prospectus for international hostels

...AND the Discounts  
are Worldwide



**1200 HOSTELS ACROSS 83 COUNTRIES WORLDWIDE**



**VIP Members receive 5% discount at all VIP Backpacker hostels**

## Why become a VIP Hostel?

### HEAPS OF TRAVELLER'S WILL VISIT YOUR HOSTEL!

More than 60,000 backpackers buy VIP Memberships every year. VIP members receive an international discount card guaranteeing them a minimum 5% discount on accommodation at VIP hostels, on tours, transport, sight seeing & adventure activities. VIP members *Save Money & See More!*

VIP holds the key to guaranteeing your hostel receives maximum exposure within the national and international backpacker market. Through continual advertising & marketing, international distribution of VIP Membership Kits through specialist youth, student & backpacker travel agencies worldwide, we aim to ensure VIP hostels are the first choice for all backpackers.

We pride ourselves on representing the independent hostels and aim for your association with us to complement your business. Your hostel will have the benefit of belonging to a global network, collective advertising & promotional activities, privileged 'preferred supplier' agent relationships & promotion through the VIP website & reservation system.

### INDEPENDENCE

VIP Backpackers Resorts International represents a global network of over 1,200 independently owned and operated accommodation providers. Our mission is to supply quality budget accommodation and substantial travel discounts to all of our members. VIP is about the individual - the individual travellers' journey & the individual personality and style of each independently owned & operated backpackers resorts & hostels.

*VIP is about diversity & individuality. We make sure that we provide a wide variety of hostels. This means that whether backpackers want a quiet retreat from the hectic world of travel or a raging party palace, VIP has options to suit.*

### ACCOMMODATION GUIDEBOOK

The VIP Accommodation and Discount Guidebooks are comprehensive directories providing reliable, easy to use information for backpackers and agents about every VIP property.

As a VIP affiliate your hostel is promoted with a 1/4 page listing in the Worldwide Guidebook every year. Your listing includes your property's address & contact details, photograph & general hostel information. The Accommodation & Discount Guidebooks form an integral part of the VIP Backpackers Membership Kit.

*Preferential rates for VIP Hostels mean earning big commissions on VIP Membership Kit sales. Ask 'Do you have a VIP card' as part of your check-in procedure & earn extra income while strengthening the VIP referral network.*

Contact: [info@vipbackpackers.com](mailto:info@vipbackpackers.com)



**"More than 35% of backpackers will visit between 11 and 20 countries"**

Lonely Planet,  
Travellers Pulse Survey, 2006.



## COVERAGE

There are currently over 1,200 quality independently owned VIP backpackers resorts across 82 countries, including:

- 200+ in Australia, NZ & the South Pacific
- 65 in Africa,
- 400 in Europe,
- 170 in Northern, Central & South America.

## EXPOSURE/INTERNATIONAL DISTRIBUTION

The VIP Membership kit is sold through thousands of youth travel agencies worldwide, VIP hostels and online each year. National and international agents sell the membership kits to students, working holiday makers and budget travellers making VIP Backpackers an international, well recognised and respected brand. Major international travel agencies selling VIP kits & accommodation include: STA UK, USIT Ireland, Backpackers World, Student Flights, Travellers Contact Point, Travellers Club, Travel Forever, AIFS and many more.

Each year VIP attends global Backpacker and Travel Industry expos to market and represent the VIP hostel network. Attendance at these expos is essential to cement VIP brand recognition. VIP also regularly advertises to increase market exposure for our hostels and increase sales of the VIP membership card.

## DUAL BRANDING CAMPAIGN - Be A Part Of It

Add our logo to your advertising, email etc, it's your logo too! Make the most of your affiliation. Referrals within the network are important & VIP Hostels are asked to include a VIP Book a Bed button on your website. VIP discounters are welcome to as well.

### Hostel Stickers

VIP stickers to be placed around the hostel reception and/or tour booking desk.



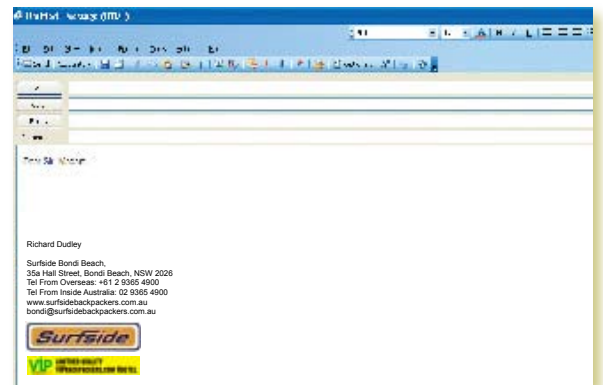
### Vertical & horizontal options

VIP weblinks placed on your home page.



Sticker size:  
120mm x 120mm  
or A5 (210mm x 148mm)

### Email signature:



To get your stickers, weblink or email signature simply email us on: [info@vipbackpackers.com](mailto:info@vipbackpackers.com)



## RESERVATION

The VIP reservation system 'Open Travel Market' is an easy to use free sale booking system. VIP hostels have their own webpage within the VIP Backpackers website through which backpackers and agents can make online reservations on a free sale basis. There are no booking fee's\* but an industry standard 10% commission applies. Balance is paid on arrival so no waiting for your money.

\* New website 2009

## HOSTEL VENDOR PAGE

You control the information appearing on your webpage via your individual vendor page. In this page hostels can allocate beds for online sale, upload text and images to showcase your hostel, administer future bed allocations and rates, as well as keep track of your bookings.

