



be inspired

# Campaign for National Parks

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YHA (England and Wales)



# YHA facts and figures

- 190 Youth Hostels, camping barns and bunkhouses
- 1,719,00 overnight stays
- 218,054 members
- People travelling independently, in organised groups and with their families



# YHA facts and figures in the National Parks

- 78 hostels owned by YHA and 22 Enterprise
- 682,000 overnights stays in the National Parks
- 21 Youth Hostels offer learning outside the classroom



# Our vision is

- YHA is aiming to reach out and enhance the lives of all young people
- One million young people





# Our mission is

To inspire all, especially young people, to broaden their horizons, gaining knowledge and independence through new experiences of adventure and discovery



# What makes YHA special

- Reaching out to everyone
- Encouraging a spirit of adventure
- A tradition of sociability
- The experience we offer sets us apart
- Gives young people the opportunity to experience National Parks





# Challenges for YHA

- Young people
- Financial sustainability
- Guest numbers
- The economy







# Developing talented people and teams

- Times Top 100
- Investors in People Gold
- 15,000 volunteers and 140,000 hours
- Investors in Volunteers



# Putting the customer first in everything we do

- 20% overnight growth
- 75% under 26 year olds
- Increase in customer satisfaction scored
- 10% increase in membership renewals





# Reaching more people through experiences and partnerships

- One million young people
- 100% increase in Breaks 4 Kids
- Environmental education through the John Muir Award
- Mosaic and other partners





# Achieving financial sustainability

- 75% of hostels invested in
- Achieving financial targets
- 30 hostels gaining eco-label



# YHA Capital Strategy

- Meeting the charitable object and vision
- A diverse network of hostels meeting customer needs
- Achieving sufficient surplus to invest in ongoing repairs so that we don't create a backlog
- Investment of circa £45 million
- Disposal of unviable hostels
- Five new hostels



# The future is about working together to achieve more

- Brockhole in the Lake District National Park
- Losehill Hall in the Peak District National Park
- Once Brewed in the Northumberland National Park
- Early stages of discussions in the Brecon Beacons and the Broads
- Integration of Mosaic and post-Mosaic partnership.







# Thank you

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