

## HOW TO INCREASE REVENUE AND CUT COSTS?

These are some of the ideas which were talked about during the workshop at the European Hostel Meeting in Dresden.

### Increase Revenue:

- Paid tours to introduce guests to the city
- Free tours for guests to encourage them to stay more nights
- Drink offers at hostel bar; could this be a way to make guests stay longer?
- Laundry services
- Towel hire
- Internet revenue
- Bicycle Hire
- Sell local products which guests will buy to remember their trip
- Increased weekend rate to benefit from higher number of presences at weekends

### Decrease Costs:

- In-house tour guides for tours are cheaper than buying guides from outside
- Free advertising for hostel through various activities offered
- Multi-tasking by staff to reduce staff numbers
- Internships, especially good for covering shifts at the reception
- Networking to reduce advertising costs (for example: Backpackers Germany)
- Centralized flyer exchange to reduce mailing costs for flyers
- Art Hostels network can supply artists to decorate hostels at low cost

These are just some of the ideas that came out of the workshop. Some hostels have different ways of increasing revenue or cutting costs. Any other ideas should be sent to Robert at [info@hostelsofsicily.com](mailto:info@hostelsofsicily.com) who would be happy to write a supporting document to be used by all hostels.