



OUR NEW IDENTITY AND THE STORY BEHIND IT

Our new identity & the story behind it

Scottish Independent Hostels has evolved. We are committed to creating a trustworthy, genuine and sustainable hostel community and resource of independent hostels across Scotland for both members and visitors, with a strong focus on service. Plus, to increase the use of hostels by adventure seekers and social, curious travellers.

Evolution is part of the organisation's growth and as a result we have invested in developing our brand identity and website. By putting a focus on who we are, our ethos and sharing our collective personality, we can future-proof our position within the industry.

As part of this process, the following was identified as our key brand attributes;



OUR VALUES

- Personable
- Reliable
- Passionate
- Authentic
- Ambassadors for environmental choices and sustainable tourism
- Scottish focussed



OUR PERSONALITY

- Warm
- Welcoming
- Relaxed
- Genuine
- Sociable
- Characterful



OUR BENEFITS

- Providers of a community of like-minded people to create a supportive network and collaboration across Scotland
- Inspiration, affordability, quality, genuine content and wide choice in one trustworthy resource for visitors
- Real connection with people and places
- Trusted source of hostel accommodation options across whole of Scotland
- Reliability of service and quality of product for visitors

Our Name

As part of this process we have put the consumer first, and reviewed the meaning of the words 'Scottish', 'independent' and 'hostel'. What do these mean to our consumers.

The benefits of staying in an independent hostel are what we need to promote, and we need to take ownership of a stronger brand name to help google searches and perception by consumers.

WHAT DIFFERENCES WILL YOU SEE?

- New name
- New brand identity
- New strapline
- New domain
- New emails
- New website for consumers and businesses
- Refreshed social media
- New consumer-focused campaign

Be part of it

As a valued member and stakeholder of Scottish Hostels, we would appreciate your commitment to supporting and protecting our brand, your brand, together.

Our New Brand Identity



**SCOTTISH
HOSTELS**

Our New Brand Identity



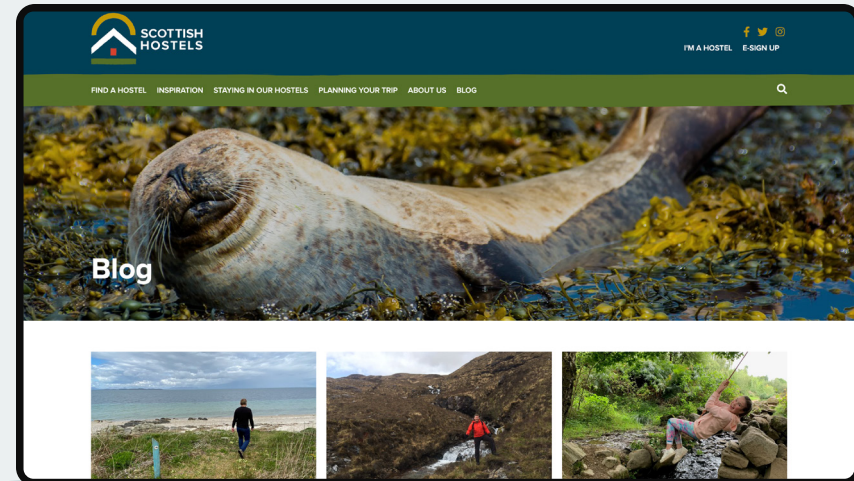
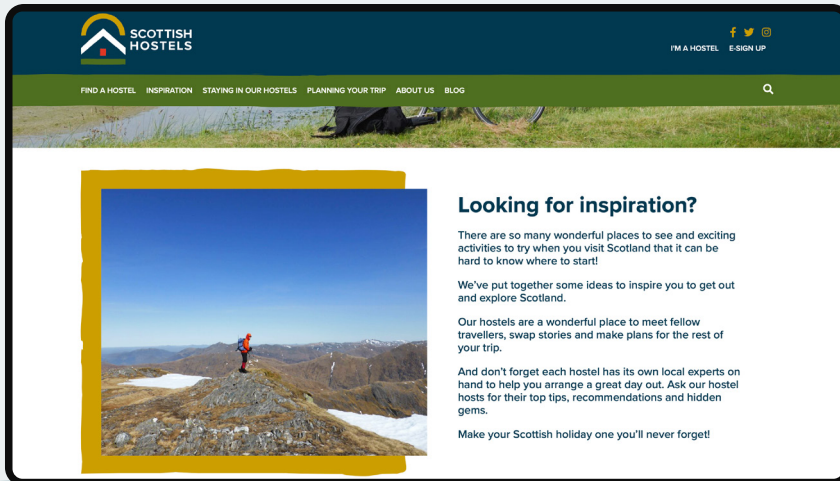
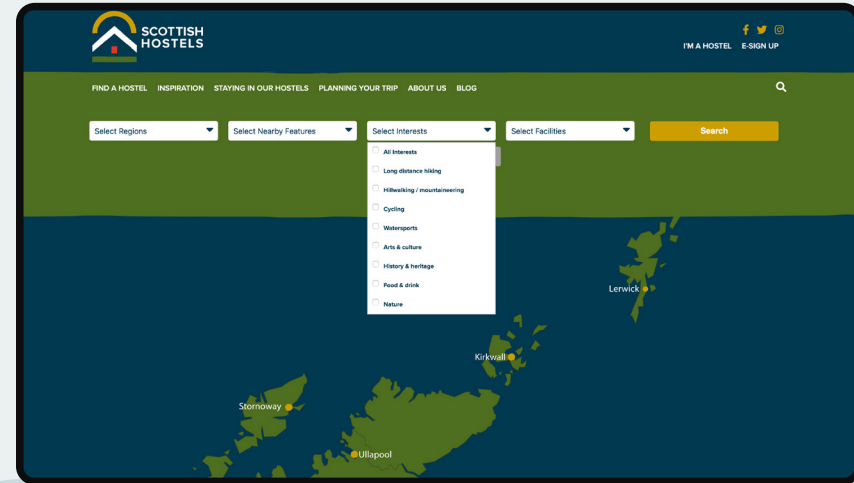
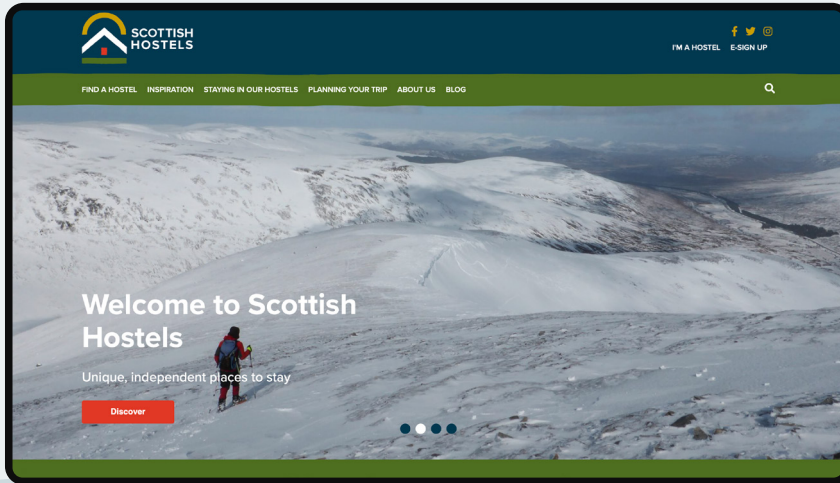
Our Strapline

**Unique,
independent
places to stay**

Our Brand Story

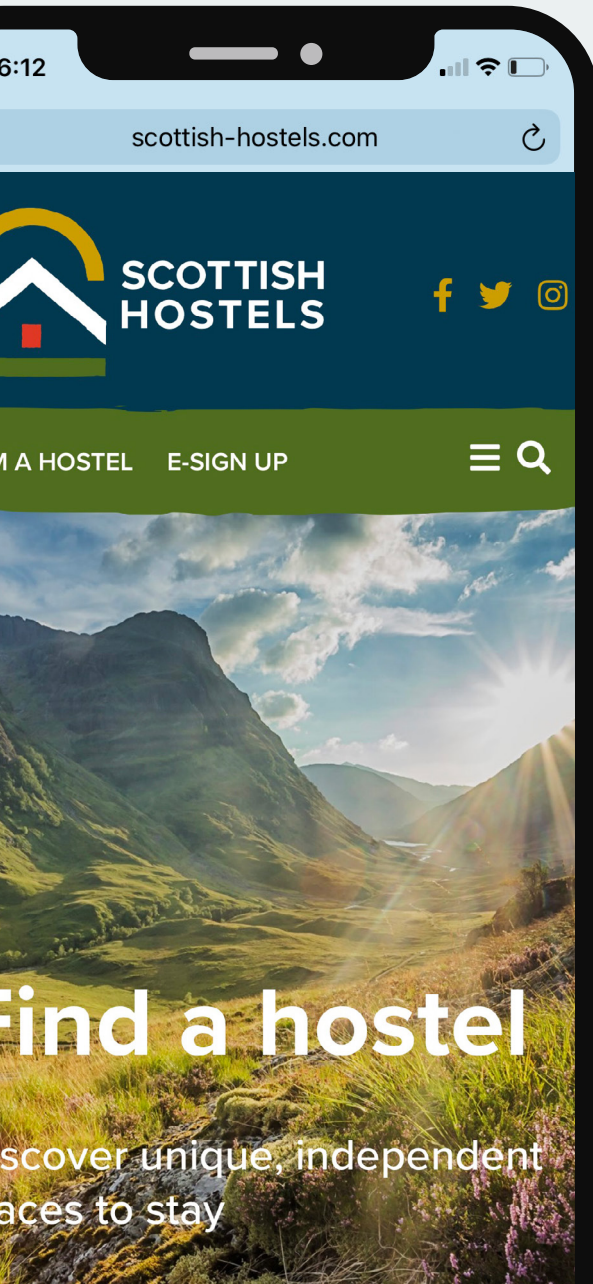
Our Brand In Action

Our website



Our Brand Story

Our Brand In Action

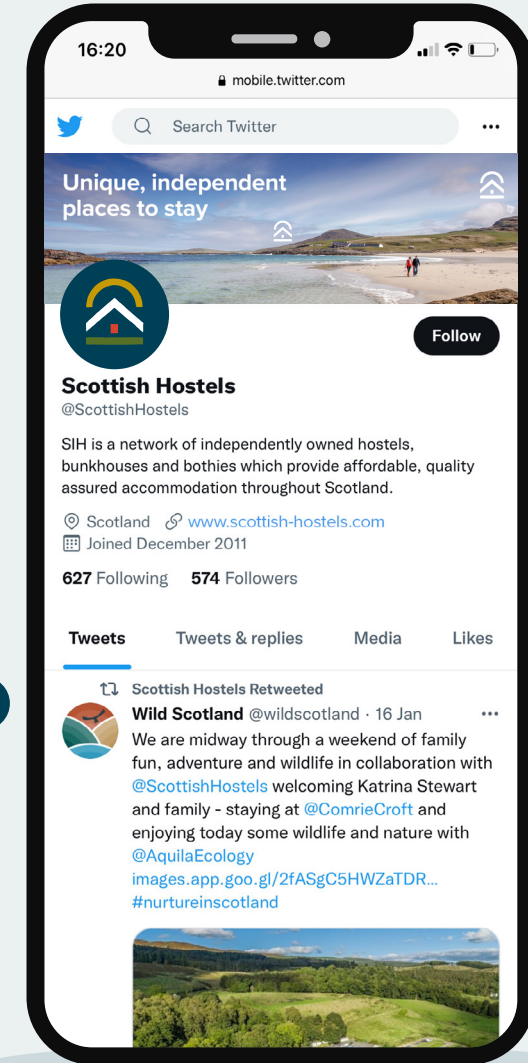
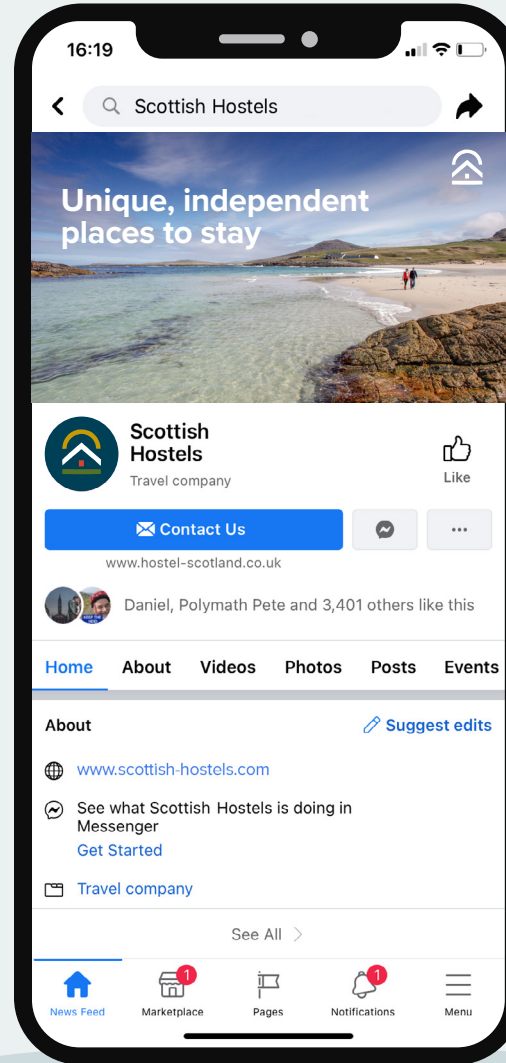
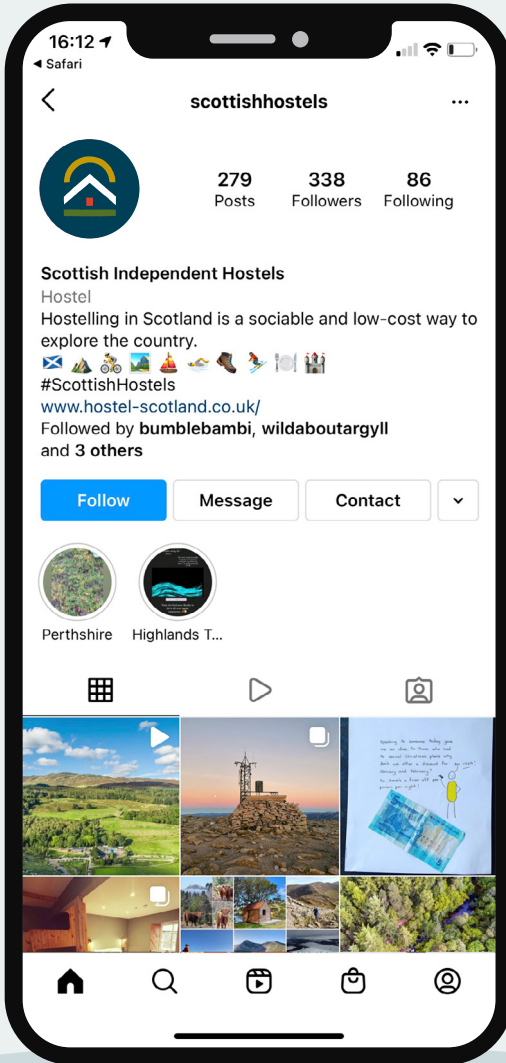


THE AIM OF THE NEW WEBSITE:

- It will be **easy to find and use**. It's structure and content will be optimised to improve visibility on search engines.
- It will **drive increased traffic** from the Scottish Hostels website directly to our members' websites/ booking engines.
- The website will support the brand improvements by **increasing brand recognition** and driving repeat visits. It will also build brand trust by adding personality to the brand.
- It will **showcase members of Scottish Hostels**, activities & experiences and the local welcome provided.
- **Customer experience** on the website will be enhanced with new content, improved photos and engaging blogs.
- The new platform will **support our hostel community** and the **development of partnerships** with new members.
- Our **marketing campaigns will be enhanced** with new website content and better email capture opportunities.
- The domain name and email addresses will reflect the brand change. The old URL and emails will be redirected so no traffic or communications will be lost.
- We will monitor all of these changes via Google Analytics. The insights into consumer behaviour on the website will help us continue to improve the content.

Our Brand In Action

Our Social media



Our Brand Story

Unique, independent places to stay



CONTACT

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OUR WEBSITE

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