

HostelBookers Launches Innovative London Festival Competition on YouTube



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Following the groundbreaking Twitter Easter Egg Hunt, leading budget accommodation provider HostelBookers.com is launching a new competition on YouTube to give away London festival tickets.



Top prize is two tickets to Get Loaded in the Park 2009 and a two night stay for two people at [Clink Hostel](#). One runner-up will also receive a

festival ticket, and three more lucky winners will be rewarded with a bottle of champagne at [Clapham bar](#) (Gigalum).

The video competition features a version of five famous tracks from the 2008 line-up of Get Loaded in the Park, with music lovers invited to guess which five songs and bands have been remixed.

David Smith, Chief Operating Officer at HostelBookers.com, said: "We're constantly looking for new ways to connect and engage with our target market and we hope that this latest innovative use of YouTube will follow on from the huge success of our Twitter campaign in April.

"We've been working closely with social media for over a year now and we respect how important these networks are amongst our young, tech-savvy customers. It's exciting to be involved in another novel campaign so quickly and we hope that the fun, dynamic spirit of the YouTube competition will appeal to music lovers all around the world!"

For more details on how to [win London festival tickets](#), visit the HostelBookers blog.

Correct answers will be entered into a prize draw for the champagne, festival tickets and [London hostels](#) prizes. The closing date for the competition is 15 July 2009.

NOTE TO EDITORS

About HostelBookers.com: Great Hostels. Free Booking. No Worries.

HostelBookers.com – launched in March 2004 – is a leading UK-based budget accommodation website. It offers a range of [hostels](#) and budget accommodation including hotels, B&Bs and apartments in over 2,500 destinations worldwide.

In November 2008 HostelBookers.com also received the UK's Best Youth Product award at the British Youth Travel Awards (BYTA) run by BETA (British Educational Travel Association). The awards are designed to provide a platform to celebrate and reward high achievers, gain recognition, and raise the profile of the work and individual successes of organisations engaged in youth, student and educational travel, to, from and within the UK.

HostelBookers.com's properties are reviewed and rated by customers and it remains the only major company in its sector to offer its services with no booking fees. HostelBookers.com also provides a range of free [travel guides](#), [travel news](#) and [worldwide events information](#).