



## Hostelling Scotland, a new brand identity unveiled

Date: 25 February 2018

SCOTTISH Youth Hostels Association (SYHA), has, today (25-02-18), unveiled a new brand identity which sees a change to its trading name and a fresh new look logo.

Following a strategic review of the organisation, the much loved 87 year-old hostelling accommodation provider will now be known as Hostelling Scotland.

The new look logo reflects the internationally recognised symbol for youth hostelling. The house, with its characteristic gable-end chimney, gives the pictorial a subtle hint of Scotland whilst the blue background colour mirrors that of the Saltire.

The new identity follows on from extensive marketing research and reflects the organisation's commitment to understanding the needs of its members, guests and employees as the modern face of Scottish Hostelling.

Both the changes in trading name and logo highlight a commitment to ensuring Scotland's leading hostelling organisation remains relevant in the modern context and follows on from a £500K development of Aberdeen Youth Hostel in 2017 and a £2.1M refurbishment of Glen Nevis Youth Hostel which will be completed by May 2018.

Margo Paterson, CEO of SYHA Hostelling Scotland, said: "Our mission is and always has been to make more of Scotland more accessible to more people than anyone else; and especially young people. We exist for the benefit of all who wish to explore and discover our breath taking country, from cities to islands, beaches to hills and mountains and all points between.

"We are proud of our extensive network of youth hostels across the country and to represent Hostelling International within Scotland. As a progressive organisation, we offer great value, flexible accommodation, working with a team that provides expert local knowledge and a warm welcome for everyone. We have been strong since 1931 and have much to celebrate in our history. Our ethos is as relevant today as it was when we were established 87 years ago and our charitable objectives remain core to everything we do. This change of trading name and brand re-fresh fully embraces this."

Over the next few months, there will be a staged programme of works rolling out the new brand identity on signage, staff uniforms and print materials.

2018 is an exciting year for Hostelling Scotland. In March, we host the European Hostelling Conference welcoming leading figures from 23 countries across Europe to Edinburgh.

We are delighted to be participating in the Year of Young People with a programme of activities for young people across Scotland and with our Glen Nevis refurbishment well under way, we look forward to opening the doors to this newly modernised youth hostel in the summer. We will also be launching a new website in the coming months which will provide better on line booking services and information.

**ENDS**



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### Useful links:

Hostelling Scotland website – <https://www.hostellingscotland.org.uk/>

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### Notes to editors:

#### Background to Hostelling Scotland's new brand identity

Following the appointment of Margo Paterson as chief executive officer in 2017, it was decided to undertake an extensive marketing research programme to gather feedback on hostelling, the organisation and plans for the future.

The feedback varied but what was consistent was confusion over the SYHA initials and what they stand for along with the feeling that the logo, whilst treasured, has started to feel somewhat dated. Consequently a brand refresh was developed and created.

Hostelling Scotland is a self-funding charity operating a network of nearly 60 exceptional youth and affiliate hostels for the benefit of all those wishing to experience what Scotland has to offer. Our unique sites provide great value, flexible accommodation with expert local knowledge and a warm welcome for everyone.