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## BOARD MEMBER SPOTLIGHT: GLENN AZUMA

In 2019, HI USA lost a Board Member and passionate champion of our mission, Glenn Azuma. For nearly 20 years, Glenn served on the HI USA Board, including seven years as Chair, helping to expand mission reach, while stewarding the organization through unification and beyond. His impact has left a lasting mark and his legacy remains through the Glenn Azuma Memorial Fund, providing annual scholarships for young travelers, recognizing Glenn’s passion around the transformative power of travel he experienced himself as a young man.

To donate to the Glenn Azuma Memorial Fund and expand our travel scholarship program, visit [www.hiusa.org/azumafund](http://www.hiusa.org/azumafund).

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## HOSTELLING INTERNATIONAL USA

8401 COLESVILLE ROAD, SUITE 600, SILVER SPRING, MARYLAND 20910 (240) 650-2100 HIUSA.ORG

Dear Hostelling Friend,

2019 has been another exciting year!

For the seventh year in a row, Hostelling International USA is among the top five hostel providers in the worldwide International Youth Hostel Federation network. Through surveys, our guests tell us that participating in our hostel activities and events help them better understand other cultures.

These results demonstrate that we make a difference with those who choose to stay with us and participate in our hostel programming. This helps to reaffirm HI USA's important mission:

*To help all, especially the young, gain a greater understanding of the world and its people through hostelling.*



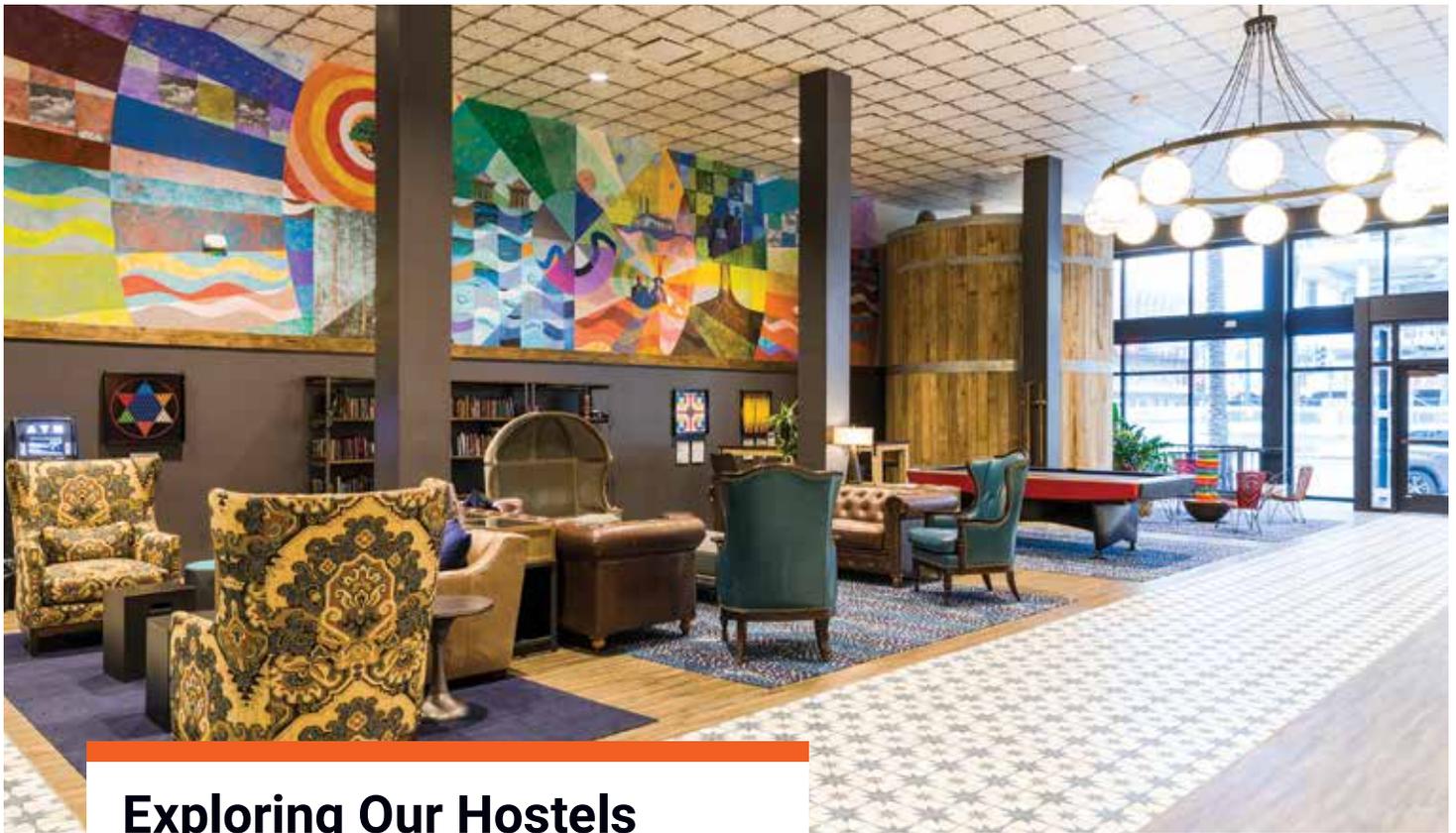
This year's annual report is dedicated to those whom we serve: backpackers and adventurers, first-time travelers and long-time explorers. Our mission is realized through our guest's experiences...the geographic and architectural diversity of our hostels, the range of activities and programs we offer them to increase their appreciation of intercultural communications, the sustainable practices of our operations, and seeing the communities in which we operate through the eyes of our staff and volunteers.

With over one million overnights and more than 120,000 participants in our programming in 2019, HI USA is having an impact. And we're pleased to report that we have expanded our impact by opening a great new hostel in New Orleans. We very much appreciate your involvement and will be excited for your continued engagement with our mission of intercultural understanding.

Yours in Hostelling,

Peggy Stevens, Board Chair

Russ Hedge, President & CEO



## Exploring Our Hostels Across the U.S.

Our hostels provide a range of U.S. experiences to travelers – cities and small towns, along both coasts, large and small, historic and contemporary. Our guests discover local history and culture, meet and connect with fellow travelers from all over the world, and interact with local residents through events, service-learning projects and education programs.

This diverse network offers much more than an affordable place to stay. Our hostels are designed to foster interaction among our guests. They meet community volunteers, who play a critical role in developing and delivering our programs. They interact with our community partner organizations, who bring their own creativity to the hostel activities that we sponsor together.

### HI NEW ORLEANS

After years of planning, our new **HI New Orleans** hostel opened in July 2019. We are excited to bring our commitment to cultural exchange, community exploration and

**Above:** The lobby of HI New Orleans, complete with interpretive artwork from local artisans around the city's unique connection with water.

sustainability to this culturally-rich and unique city, welcoming travelers from across the country and the world.

The HI New Orleans hostel is adjacent to the French Quarter, museums, public transportation, performance venues, and diverse shops and restaurants. This state-of-the-art hostel features the creative rehab of an 1895 historic building, spacious common rooms, an expansive guest kitchen, and the TaCreole Café featuring Cajun-inspired tacos.

### FY19 BY THE NUMBERS:

- **1,135,343** Overnights
- **123,851** Program Participants
- **87%** of program participants who responded *“My program participation helped me develop relationships with people different than me”*
- **90%** of participants who responded *“As a result of my participation, I feel more curious about other countries and cultures”*



We are already making a difference in New Orleans - **HI New Orleans** was selected as one of six 2019 Downtown NOLA Award honorees, in recognition of the hostel's contribution to the growing vibrance of the downtown district.

Thanks to the many donors who supported our efforts to open in New Orleans!

**Left:** A dorm room in HI New Orleans.

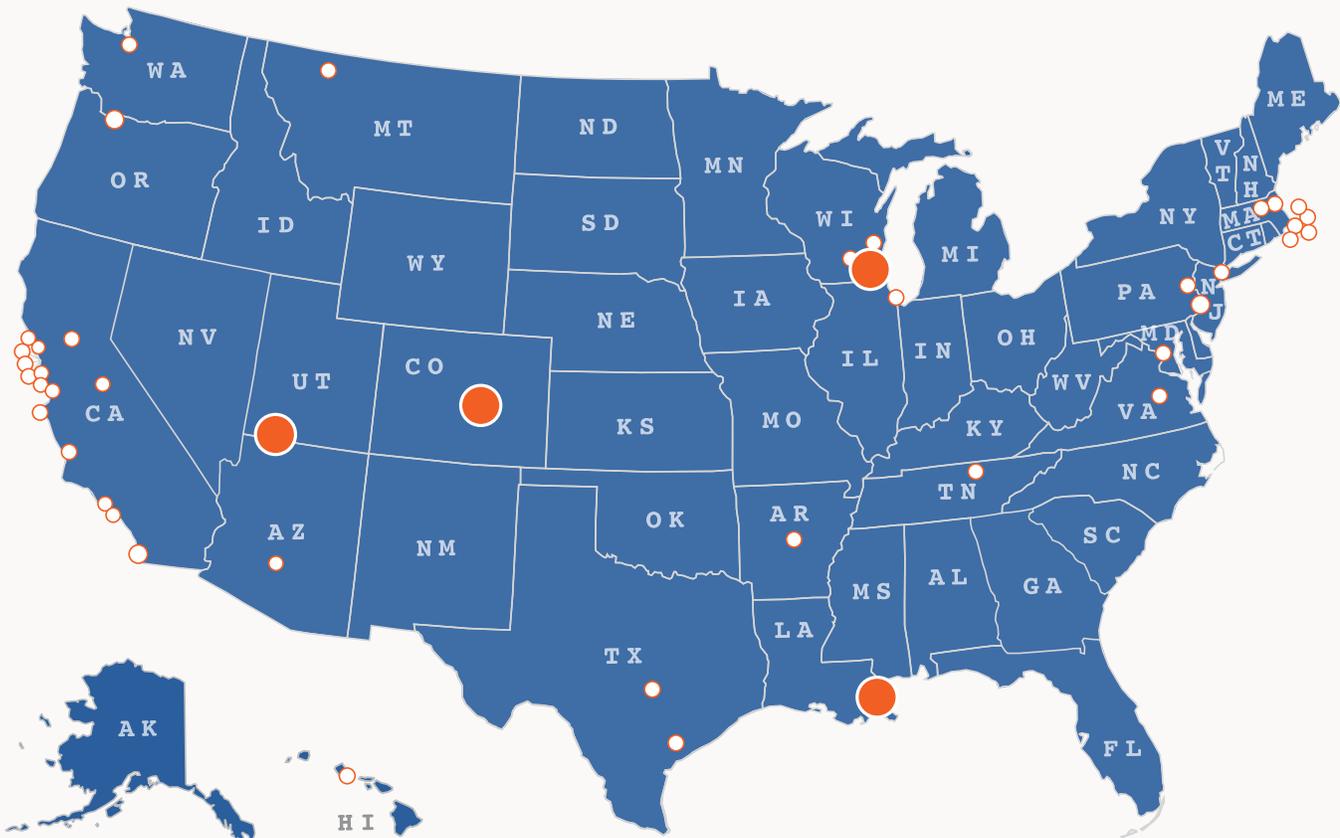
## HI USA expanded our network in 2019

Our network including New Orleans and three new Independently Operated Affiliate hostels.

**HI Kanab, UT**  
Cowboy Bunkhouse

**HI Colorado Springs, CO**  
ColorADo Adventure Hostel

**HI Milwaukee, WI**  
Cream City Hostel



# Engaging with Our Local Communities

As our guests begin their day, they see signs throughout the hostel promoting activities and programs. They are offered a range of opportunities to engage with each other and the local community. The sign-up sheets listing the names and countries of who will participate in each activity highlight that guests will connect with cultures from throughout the world. In 2019, we hosted over 90,000 hostel guests and 27,000 community members through our hostel and community programs.

## SEEING DESTINATIONS THROUGH OUR EYES

Staying at a HI USA hostel features unique ‘insider’ experiences for our guests through staff and volunteer led activities. Guests in our two **San Diego hostels** embark on weekly explorations of the Barrio Logan neighborhood to view and discuss the largest collection of outdoor murals in the U.S. **HI Chicago, The J. Ira and Nicki Harris Family Hostel** offers opportunities for guests to experience in unique ways the city’s culturally-diverse South Side. Local volunteers share the history of Chinese immigration to the U.S. as they guide guests through the landmarks of Chicago’s historic Chinatown. **HI New York City** guests join weekly tours of the Lower East Side to learn about the immigrants who came to the city in the late 19th and early 20th centuries. Unique experiences such as these are offered at all HI USA hostels. Back at the hostel, guests can participate in community dinners, local art installations and travel presentations to inspire future exploration.

## THE GREAT HOSTEL GIVE BACK

This program, now in its ninth year, provides an opportunity for groups to receive free hostel overnight stays in exchange for volunteering in surrounding communities. This past year, we hosted a variety of groups including non-profits supporting economically underserved youth, women’s travel groups, Girl Scout troops, and university students on alternative spring break. The program resulted in 639 participants contributing 4,190 volunteer service hours to the missions of 38 local non-profits!



Above: Students from Bowling Green State University on their annual service trip stayed at HI Chicago and volunteered at Su Casa Catholic Worker, a local non-profit helping families in crisis including many from the local refugee community. The group cooked a community dinner for residents, assisted in the soup kitchen, and helped with a repair project at the house.

# Community Partner Highlights



**HI San Francisco** continued their partnership with the San Francisco City Football Club (SFCFC). While HI San Francisco Downtown hosted four international players during their two-month season, the players developed and delivered cultural engagement programs to our guests representing their home countries. SFCFC proudly marketed HI USA's logo on their jersey and on banners at the games and continue to promote our hostels and programs.



**HI Austin** welcomed our partners from the National Peace Corps Association at their national meeting in 2019, offering discounted rates and programming to attendees as they descended on the live music capital of the world. The event launched a special discount program now offered to all returning Peace Corps volunteers across the network of HI USA hostels.



## **SLEEP FOR PEACE**

Honoring the United Nation's International Day of Peace, HI USA's Sleep for Peace invites guests to participate in a celebration of how the hostelling experience and travel contribute to intercultural understanding and peace. On September 21, HI USA joined with national hostelling organizations in three dozen countries to sponsor Sleep for Peace activities that featured dialogue and cultural exchange among 2,000 hostel guests and community members. Programming took place across the country, including:

**HI Washington DC** hosted its 9th annual Peace Conference, bringing guests and community members together to examine the impact of food insecurity on vulnerable communities.

Along the central California coast at **HI Pigeon Point Lighthouse**, guests participated in a dark sky stargazing experience to celebrate a universal human connection that unites cultures.



# Contributing to a More Environmentally Sustainable World

Guests staying in HI USA hostels quickly recognize our commitment to environmental sustainability. We believe in sustainable travel and aim to operate our hostels in ways that inspire others to be environmental stewards.

## HOSTEL INNOVATIONS

Through donor support, our Environmental Action Fund invests in innovative hostel projects that increase our commitment to sustainable practices. In 2019, the Fund supported a network-wide recycling program in which guests can participate. A new zero waste initiative is underway at **HI New York City**, North America’s largest hostel. A state-of-the-art food composter, the first of its kind in the U.S., can convert 100 gallons of guest food waste a day into compost material for use on the grounds of the hostel and shared with community gardens and parks in the neighborhood.

## THE MILLION GALLON CHALLENGE

With the support of a \$250,000 grant from Booking.com, 750 Hydrao smart showerheads have been installed in hostels across our network. Built-in LEDs change color to provide visual cues to guests about the length of their shower. HI USA challenges guests to use this technology to reduce the average shower by 30 seconds, with the ultimate goal of saving one million gallons of water annually!

On March 22 – World Water Day – HI USA launched the Million Gallon Challenge, enlisting support from influencers and partners like WYSE Travel Confederation and the Impact Travel Alliance. The project has received media coverage, including the New York Times and CBS Radio.

Visit [www.hiusa.org/million](http://www.hiusa.org/million) for more information.

HI USA will continue to broaden efforts to tackle core environmental sustainability issues – reducing energy, water, and waste - while promoting active engagement by hostel guests and others.

“The color change was an excellent motivator and helped me shower 30-60 seconds faster. What I love about this initiative the most is the perspective Hostelling International USA is taking... [it] helps guests take the initiative on their own and, hopefully, help them adopt new practices when returning home as well.”

- *Jeremy Jones, Living the Dream*

## HI USA GREEN CERTIFICATIONS

Twenty HI USA hostels have received Green Globe certification, meeting internationally recognized sustainable tourism criteria. Our plan is to have all remaining HI USA hostels certified by the end of 2020.

HI USA was certified in 2019 by the International Youth Hostelling Federation (IYHF) Quality and Sustainability program, only the third IYHF National Association in the world to receive this recognition.





In 2019, HI USA expanded its efforts to prepare and inspire young adults from all walks of life to take the leap and begin their travel journey. With travel know-how and financial resources in hand, many of these aspiring travelers made their dream a reality.

# Expanding the Power of Travel to New Audiences

## TRAVEL EDUCATION

Travel Education has been a staple HI USA education program, attracting novice and experienced travelers from our communities and hostels to take part in workshops with topics ranging from *Women Traveling Solo*, *World Travel 101*, and location-based travel. Based on feedback from our participants, we expanded our programming in 2019 to include new topics – travel to locations in conflict, perspective travel, travel after dark, and others. These new programs will allow participants to learn about aspects of travel that are more pertinent to them and motivate new travelers to take that first trip. In 2019, over 1,000 guests and community members participated in our travel education workshops.

The year included planning for a new national travel scholarship program, **Explore America**, launched in early 2020. Designed to assist novice travelers from underserved populations in exploring the U.S., this nationwide program will award ten \$1,000 travel scholarships plus complimentary hostel overnights.

## EXPLORE THE WORLD

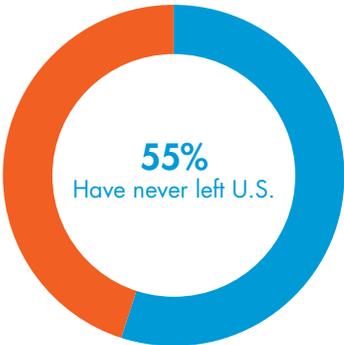
As we enter a new year, many of our **Explore the World** travel scholarship recipients will contemplate how travel has impacted them – something that seemed unaffordable and out of reach for most of their lives.

In 2019, HI USA’s Explore the World program made the seemingly impossible possible for 115 young people from 14 underserved communities to embark on a service learning or educational trip abroad with \$2,000 travel scholarships.

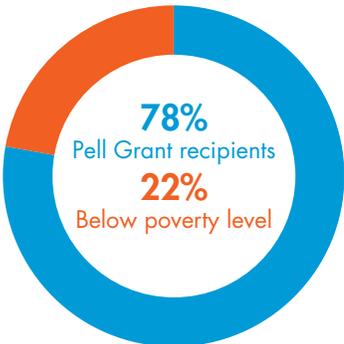
Over the summer, Andrea (pictured above) traveled to Ecuador to intern with a nonprofit that aims to build resilient community businesses and reforestation projects in indigenous communities in the Amazon.

As Andrea learned, no matter how many guidebooks you read or travel stories you hear, nothing can compare to seeing the world with your own eyes and challenging yourself in ways you never imagined.

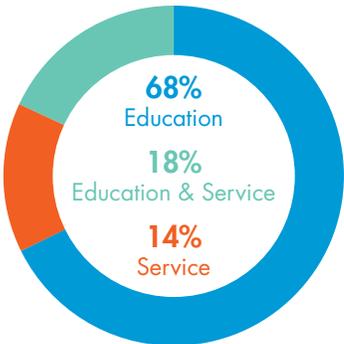
First-time travelers



Demonstrated Financial Need



Purpose of travel



# Consolidated Statement of Activities

American Youth Hostels, Inc. dba Hostelling International USA

Years Ended March 31	<u>2019</u>	<u>2018</u>
<b>Operating activities</b>		
<b>Revenue</b>		
Hostels and education	\$52,331,500	\$51,005,214
Membership	286,970	377,834
Investment income	695,882	2,072,753
Donations and grants	10,251,856	1,895,341
Other income	313,596	433,068
<b>Total revenue</b>	<b><u>\$63,879,804</u></b>	<b><u>\$55,784,210</u></b>
<b>Expenses</b>		
Program services		
Hostel operations	45,648,663	44,941,479
Program and education	2,549,731	2,570,966
Membership services	146,544	90,057
Subtotal Program services	<u>\$48,344,938</u>	<u>\$47,602,502</u>
Supporting services		
General and administrative	7,053,312	6,614,828
Resource development	576,708	635,061
Subtotal Supporting services	<u>7,630,020</u>	<u>7,249,889</u>
<b>Total expenses</b>	<b><u>\$55,974,958</u></b>	<b><u>\$54,852,391</u></b>
Changes in net assets before non-operating activities	\$7,904,846	\$931,819
Non-operating activities		
Derivative valuation (a)	(319,625)	571,439
Gain on forgiveness of debt (b)	-	10,835,727
Income tax expense (b)	-	(1,382,420)
Loss on Asset Disposal/Other	<u>(114,218)</u>	<u>(12,236)</u>
<b>Changes in net assets, consolidated</b>	<b><u><u>\$7,471,003</u></u></b>	<b><u><u>\$10,944,329</u></u></b>

(a) Represents the change during the year in the non-cash valuation of the potential “prepayment” fee on a 10 year loan agreement. Loan matures October 1, 2024.

(b) The \$10.8M from 2018 represents cancellation of indebtedness income from the refinance of a hostel tax credit financing structure, while the \$1.382M is the income tax owed from that debt forgiveness.

# Consolidated Statement of Financial Position

American Youth Hostels, Inc. dba Hostelling International USA

Years Ended March 31	<u>2019</u>	<u>2018</u>
<b>Assets</b>		
<u>Current Assets:</u>		
Cash and cash equivalents	\$10,616,849	\$6,255,345
Restricted cash	1,366,517	1,137,557
Investments	19,348,485	8,922,597
Accounts, notes, grants and contribution receivable	195,317	235,041
Publication and materials inventory	101,899	124,233
Prepaid expenses and other	643,183	450,333
Total current assets	<u>\$32,272,304</u>	<u>\$17,125,106</u>
<u>Non-current Assets:</u>		
Long-term portion of notes and contribution receivable, net	\$161,700	\$192,933
Property and Equipment, net	<u>\$95,004,202</u>	<u>\$97,854,501</u>
<b>Total Assets</b>	<b><u>\$127,438,206</u></b>	<b><u>\$115,172,540</u></b>
<b>Liabilities and Net Assets</b>		
<u>Current Liabilities:</u>		
Accounts payable and accrued liabilities	\$5,348,849	\$6,410,107
Current portion of long-term debt & capital lease obligations	2,016,431	18,709,694
Deferred income	4,523,728	3,912,006
Total current liabilities	\$11,889,008	\$29,031,807
Long-term debt, net of current portion	57,833,879	36,216,467
Other liabilities	416,143	96,093
<b>Total liabilities</b>	<b><u>\$70,139,030</u></b>	<b><u>\$65,344,367</u></b>
<u>Net Assets:</u>		
Without donor restrictions	\$42,881,954	\$45,077,809
With donor restrictions	14,417,222	4,750,364
Total net assets	<u>\$57,299,176</u>	<u>\$49,828,173</u>
<b>Total liabilities and net assets</b>	<b><u>\$127,438,206</u></b>	<b><u>\$115,172,540</u></b>

# Our Supporters

**Our work is made possible by our generous donors. Thank you for your support to expand the power of travel to all!**

## **Institutional Donors \$25,000 and above**

Booking.com International  
The City of San Diego

## **\$10,000-24,999**

1028 Canal Owner, LLC

## **\$5,000-9,999**

Hostelling International  
Hilda and Hershel Rich  
Family Fund

## **\$1,000-2,499**

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Anonymous  
Dominica/Soul Productions  
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## **\$100-249**

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 We apologize for any errors  
 or omissions.*



### **DONOR SPOTLIGHT: JANET THOMPSON**

Janet Thompson has played an active role with HI USA for over 20 years. She served on both the local New York City and National Boards, as well as the International Youth Hostel Federation Board.

At a recent visit to **HI New York City**, she was asked why she has stayed involved with hostelling for so many years. She responded “This organization helps get people together in common spaces, helping them engage with each other, talk to each other, and connect together. It’s an honor to be part of an organization that helps do that. It continually amazes me that when we are in a hostel, we can greet people with the expectation that they would like to know you.”

# Hostelling Legacy Society

HI USA thanks and perpetually honors the following members of the Hostelling Legacy Society who have so generously included legacy gifts to HI USA in their wills or trusts. Their foresight will help ensure that future generations of hostellers can have the same meaningful experiences they had.

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# HI USA

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