

Charting New Territory



HI USA 2020 ANNUAL REPORT

HIUSA.org

Dear Friends,

Much has changed since last year's annual report.

2019 was a year of growth. HI USA served over 1.1 million hostel guests and registered a \$7.5 million surplus. We delivered on our commitment to meet both the travel needs and the intercultural promise of connecting travelers from around the world in our hostels.

2020 was a year of challenge. But when the COVID-19 pandemic first hit the USA in February, we responded decisively, guided by our organization's core values.

- As borders began to close, we opened our doors to stranded foreign students waiting for flights home, as well as to returning Peace Corps volunteers called back to the USA with no housing.
- Between March and mid-April, we temporarily closed all HI USA-operated hostels to protect the health and safety of guests and staff until we had a better understanding of how we could protect them.
- During the summer, we worked diligently with a professional industrial hygienist to develop COVID-responsive health and safety standards for our hostels.
- In September, we reopened a handful of hostels that we could operate safely until early winter when a new COVID-19 surge made many closures necessary again.
- We also launched a range of engaging online programming while travel was limited.

By the end of 2020, financial losses exceeded \$15 million. Property sales were essential to funding the organization through months of little or no revenue.

HI USA may be smaller now, but we are not defeated. We credit that to what we've learned about adapting to the unexpected—because as you know, hostel travel is all about:

Resilience

Yes, the pandemic is formidable but we will overcome it together. COVID-19's interruption of our 10+ years of mission and financial growth is temporary.

We are currently working to build on our long-term record and bring hostelling to future generations of travelers. We believe we have a lot to look forward to. And we invite you to join us in charting new territory.

A handwritten signature in black ink that reads "Peggy Stevens".

Peggy Stevens
HI USA Board Chair

A handwritten signature in black ink that reads "Russell Hedge".

Russell Hedge
HI USA President and CEO

We Impact Many Lives

**10 YEARS OF
CONNECTIONS
MADE 2010 - 2020**



**11 MILLION
HOSTEL OVERNIGHT GUESTS**



**165+
COUNTRIES HOSTED**



**1 MILLION
PROGRAM PARTICIPANTS**



**252,000
VOLUNTEER HOURS**

Happy guests, all around

Here's what program participants have to say about the impact of HI USA, based on surveys completed over the past three years:

(Answers used a scale of 1 to 5, with 5 being "strongly agree")

4.05 I UNDERSTAND ANOTHER CULTURE BETTER

4.47 I WANT TO LEARN MORE ABOUT OTHER PEOPLE AND THEIR CULTURES

3.81 I UNDERSTAND SOMETHING ABOUT MY CULTURE MORE CLEARLY

4.13 I WILL THINK MORE ABOUT HOW MY ACTIONS AFFECT THE WORLD

4.13 I WILL USE WHAT I LEARNED ABOUT OTHER CULTURES IN MY OWN LIFE



// Exploring a different culture of people with different social norms has inspired me to be more open and accepting of others who are different from me. I will definitely take advantage of the next opportunity I have to travel again! //

TRENISHA BENNETT

2019 EXPLORE THE WORLD RECIPIENT

We're also proud to say HI USA has been rated as one of the top hostel networks in the world by:



HOSTELWORLD



**HOSTELLING
INTERNATIONAL**

// My experience abroad has helped me to advocate for greater independence and self-sufficiency for others. I continue to work where it matters most to me and realize the importance of community being anywhere you make it, even thousands of miles away from home. //

RULA THABATA

2018 NEW ORLEANS
EXPLORE THE WORLD RECIPIENT

Amazing Progress Over the Past Ten Years

Over the last decade, we've hosted millions of guests from more than 165 countries around the world. The impact on all of these lives is evident in the connections each person has made. Now, here are a few milestone memories we're especially proud of as an organization.

2010

- First time HI USA voted Top 3 Hostel Network (by Hostelworld)
- Great Hostel Give Back program launches free overnights for community groups



2011

- Volunteers vote to unify HI USA into a single national organization
- HI USA adopts Triple Bottom Line to measure its success



2012

- HI Boston hostel opens
- Cultural Kitchen offers programs and overnights to youth groups



2013

- Sleep for Peace program introduced as part of UN Day of Peace
- New sustainability standards launched for HI USA hostels



2014

- HI USA unification completed
- First-ever White House Travel Bloggers Summit organized by HI USA
- Election to the UNWTO Affiliate Board of Directors



2015

- Richmond hostel opens
- Need-based Explore the World Travel Scholarship program launched
- Green Globe certification for hostels adopted



2016

- Need-based Explore America Travel Scholarship program launched
- Sleep for Peace widens to become global Hostelling International program
- Election to World Youth Student and Educational Travel Confederation Board of Directors



2017

- Election to US Travel Association Board of Directors
- National Geographic Leader in Sustainable Tourism Award
- Besides being named top 3 network worldwide, HI USA hostels dominate global awards from Hostelling International



2018

- Named by UNWTO as one of 23 sustainability success stories in the world
- Appointment to US Travel and Tourism Advisory Board
- \$250K sustainability innovation grant from Booking.com



2019

- First Environmental Sustainability Report published
- New Orleans hostel opens
- Election to Alliance for International Exchange Board of Directors



2020

COVID-19 strikes and HI USA takes action to protect its mission and its future

Their Legacies Live On

HI USA's small and large hostels have offered travelers an accessible way to experience destinations across the country, often located in small communities or more remote areas. We celebrate their contributions to our mission of affordable, purposeful travel throughout their years of operation. The commitment and talents of hostel staff and volunteers have been essential to our success.

The COVID-19 pandemic required us to make difficult decisions to close hostels based on financial necessity. We recognize these nine hostels that closed in 2020 and the people that brought them to life with gratitude. We will honor their donors and volunteers through special displays and room namings in other locations.

Hostels That Closed in 2020



HI Houston Morty Rich

Est. 2011

Overnights: 96,700

Programs: 6,100 participants



HI Portland Hawthorne

Est. 1985

Overnights: 94,400

Programs: 3,800 participants



HI Monterey

Est. 2000

Overnights: 107,200

Programs: 2,400 participants



HI South Bay

Est. 1983

Overnights: 43,700

Programs: 1,100 participants



HI Eastham

Est. 1966

Overnights: 25,000



HI Austin

Est. 1990

Overnights: 156,100

Programs: 7,200 participants



HI Nantucket

Est. 1963

Overnights: 60,100

Programs: 4,300 participants

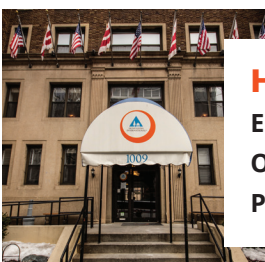


HI Madison

Est. 1998

Overnights: 15,500

Programs: 17,200 participants



HI Washington DC

Est. 1987

Overnights: 758,000

Programs: 72,500 participants

2020 Financial Statements

AMERICAN YOUTH HOSTELS INC | YEARS ENDED MARCH 31

CONSOLIDATED STATEMENT OF ACTIVITIES

	2020	2019
OPERATING REVENUES		
Hostels, programs and education	\$50,931,263	\$52,331,500
Membership	\$406,175	\$286,970
Contributions	\$1,442,816	\$10,251,856
Investment income	\$10,601	\$695,882
Other	\$358,659	\$313,596
TOTAL OPERATING REVENUES	\$53,149,514	\$63,879,804
OPERATING EXPENSES		
Hostels, programs and education	\$49,472,477	\$48,344,938
Supporting services	\$7,069,805	\$7,630,020
TOTAL OPERATING EXPENSES	\$56,542,285	\$55,974,958
NET OPERATING INCOME/(LOSS)	(\$3,392,768)	\$7,904,846
NONOPERATING ACTIVITIES	(\$2,314,814)	(\$433,843)
CHANGE IN NET ASSETS	(\$5,707,582)	\$7,471,003

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

ASSETS		
Cash	\$7,151,542	\$11,983,420
Investments, receivables, inventory & prepaids	\$20,040,343	\$20,289,064
Property held for sale	\$532,187	\$0
TOTAL CURRENT ASSETS	\$27,724,072	\$32,272,304
LONG TERM PORTION OF RECEIVABLES, NET	\$171,650	\$161,700
PROPERTY AND EQUIPMENT, NET	\$91,944,271	\$95,004,202
TOTAL ASSETS	\$119,839,993	\$127,438,206
LIABILITIES AND NET ASSETS		
Accounts payable and accrued liabilities	\$4,456,663	\$5,348,849
Current portion of long-term debt	\$4,754,486	\$2,016,431
Deferred income	\$4,129,455	\$4,523,728
TOTAL CURRENT LIABILITIES	\$13,340,604	\$11,889,008
LONG TERM PORTION OF DEBT & UNAMORTIZED DEBT ISSUANCE COSTS	\$53,289,510	\$57,833,879
OTHER LIABILITIES	\$1,618,285	\$361,014
TOTAL LIABILITIES	\$68,248,399	\$70,139,030
NET ASSETS WITHOUT DONOR RESTRICTIONS	\$38,010,485	\$42,881,954
NET ASSETS WITH DONOR RESTRICTIONS	\$13,581,109	\$14,417,222
TOTAL LIABILITIES AND NET ASSETS	\$119,839,993	\$127,438,206

Making Plans for Our Future

We've had to make some tough decisions to get through the pandemic, and we are looking forward to emerging—ready to serve travelers and grow again.

Our mission impact is largest in five cities. Boston, Chicago, Los Angeles (Santa Monica), New York City and San Francisco delivered about three quarters of our network-wide overnights, program participants and volunteer hours. They also generated more than 90 percent of our financial surplus before COVID-19 struck. HI USA can regrow so long as we maintain this presence.

Our smaller hostels deliver unique recreational and learning experiences important to HI USA's mission and its legacy. Two notable clusters of mid-sized and regional hostels share a coastal presence within easy reach of a major hostel city: the Cape and Island hostels near Boston, and the Pacific coastal hostels outside of San Francisco. Others are more geographically dispersed.

Hostel programs and volunteers will remain a priority. We will leverage the growing popularity of online platforms and virtual programming to widen opportunities for mission delivery and volunteer engagement. We will seek to actively reach those living in areas where we do not have a hostel presence.

Our plan is to re-emerge from the pandemic smaller but mighty and ready to grow. Innovative new programs will help to deliver our mission of cultural understanding. With our many supporters, our track record as one of the top hostel networks in the world, and our travel-inspired **resilience**, we are confident of being able to rebuild our success!



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// I haven't finished my hostelling work. I want to see this amazing organization continue to provide for future generations. I've included HI USA in my will through a bequest. //

KATHLEEN MCADAM
MEMBER, HOSTELLING LEGACY SOCIETY

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HI USA thanks and 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's Mission:
To help all, especially the young,
gain a greater understanding of the
world and its people through hostelling.

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// The more I got to know HI USA, it surprised me how greatly HI USA affects the travel world. Hostelling teaches cultural competency. HI USA brings people together and makes that possible. //

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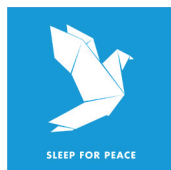
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Rewards groups of 8 or more travelers with free hostel stays when they volunteer in our local communities. Originally organized for the MLK Day of Service, this is now held annually in January and February.



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Provides funding for international educational travel to under-represented and under-resourced young people who have compelling plans and needs.



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Celebrates the peacebuilding power of hostel stays and travel. Held on UN International Day of Peace, this HI USA developed program is now offered in dozens of countries.



Green Hostels

Sets high sustainability standards for HI USA and funds implementation by explaining green practices through displays and programs for hostel guests and community members.



IOU Respect

Brings together future leaders from Egypt, France, Germany, Lebanon, Tunisia and the USA for hostel stays and facilitated dialogue around topics ranging from privilege to identity to conflict.