

Marketing Package



Independent Hostel Guide Book feature

196 AMBLESIDE BACKPACKERS ENGLAND

Get away to The English Lakes National Park, one of the most beautiful scenic areas in the UK. The hostel is in a marvellous location with fell and mountain walks, boating, scenic drives, cycle touring, mountain biking and outdoor activities practically from the doorstep. Set just 4 minutes walking from the centre of Ambleside it is also a great centre for visiting places made famous by Wordsworth, Ruskin and Beatrix Potter. Ambleside is excellent for shopping and eating out with many outdoor equipment shops, restaurants and pubs. With 60 beds Ambleside Backpackers can accommodate groups and individuals in either single sex or mixed dorms. A large, traditional Lakeland house featuring a great lounge with a fire and piano, dining room, large well equipped kitchen for your use - not to mention central heating, showers and washing/drying facilities. Free light breakfast, tea/coffee and internet access. Good bus links to most fell walk starting places and lakes makes this hostel an ideal base for exploring.

DETAILS

- Open - Open most of the year.
- Number of beds - 60: Tu, 12; Tu, 10; We, 12; Th, 12.
- Booking - Recommended, essential for groups, deposit required.
- Price per night - £15pp inc. light breakfast. £15pp for three or more nights. Special rates for groups. No increase in 2011 despite the VAT increase.
- Public Transport - Windermere train station 4 miles then 500 bus to Ambleside.
- Directions - From Ambleside bus stop, up Hill to 7 junction, across road to Old Lake Rd, 200m up on left. By road: A691 Windermere to Ambleside. At 2nd Hayes Garden Ctr. sign, turn right into Old Lake Rd. 300m on right.

CONTACT
Ambleside BPs, Irving Cottage, Old Lake Rd, Ambleside Cumbria, LA22 0DU
Tel: 015394 32340
bookings@amblesidebackpackers.com www.amblesidebackpackers.com

The Independent Hostel Guide book is the UK's only handbook for hostel and bunkhouse accommodation. You will be given a whole page feature with the option of a photo montage page.

10,000 copies of the guide are printed each year and distributed through book shops, tourist information centres and hostels in England, Scotland and Wales.

Your hostel will be entered for the 2012 edition, printed in January.

A Feature on our Website

We do not take a commission from your bookings and visitors to your feature can be tracked through the owner's message board and your accommodation is marked on our user-friendly website maps powered by Google maps.



Independent Hostel Guide
The Backpackers Press
in partnership with **berghaus**

Home | Ambleside Backpackers

Thursday 14th of April 2011

Searching for...

Accommodation by Name... HELP?

Accommodation by Area... HELP?

Looking for Accommodation in...

- Northern England (List)
- Southern England (List)
- Northern Scotland (List)
- Southern Scotland (List)
- Wales (List)
- Ireland (List)
- Europe (List)
- Worldwide (List)

Site Pages

- Special Offers
- Partnership with Berghaus
- Competitions

Ambleside Backpackers

English Hostels, Bunkhouses, Bunk Barns and Camping Barns (Lake District)

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BOOK ONLINE!

Click here to see additional photo montage

www.independenthostelguide.com

A Feature on Sustrans' and the Long Distance Walkers Association's Website

Your accommodation will be featured on the Sustrans' online cycle routes and the Long Distance Walkers Association's resources directory.

sustrans
Join the movement

Get Involved: Help safeguard the future of our projects

Donate: To help us make a difference

Login / Register: To share your maps and your comments

Home About Sustrans What we do Sustrans near you Resources Search our website search

Home Map

Search [input] [Go] [Map] [Home]

Search: Ambleside Backpackers (The Independent Hostel Guide)
Irving Cottage, Old Lake Road, Ambleside, Cumbria, LA22 0DU

Near to here

- Your nearest Sustrans region: North of England
- Local Authorities (3): Ambleside Primary School
- The Village Store
- Attractions (2): Ambleside Roman Fort (English Heritage), Staghaw Garden (National Trust)

www.sustrans.org.uk

The Long Distance Walkers Association
to further the interests of those who enjoy long distance walking

Home Membership Events Local Groups Long Distance Paths News Forum Shop Hillwalkers / Trails Registers Useful Info

Ambleside Backpackers, Old Lake Rd, Ambleside, Cumbria

Details:

Type: Hostel Accommodation

Address: Irving Cottage, Old Lake Rd, AMBLESIDE, Cumbria, LA22 0DU

Telephone: 015394 32340

Email: bookings@amblesidebackpackers.com

Web Site: http://www.independenthostelguide.co.uk/selected-accommodation.php?area=5

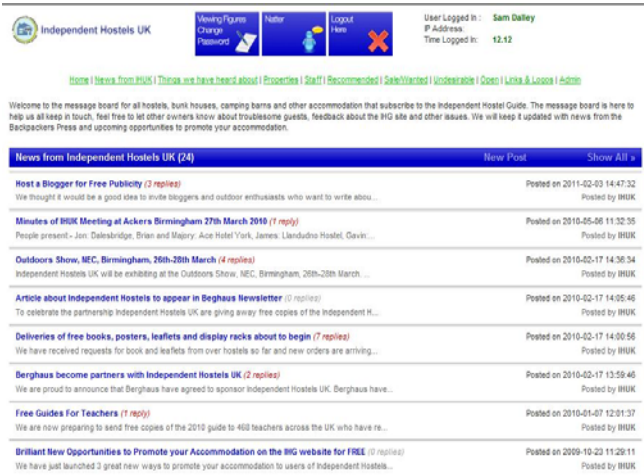
Grid Ref: NY377039

Accommodation Info:

Get away to The English Lakes National Park, one of the most beautiful scenic areas in the UK. Ambleside fell and mountain walks, boating, scenic drives, cycle touring, mountain biking and outdoor activities pract walking from the centre of Ambleside it is also a great centre for visiting places made famous by Wordsw excellent for shopping and eating out with many outdoor equipment shops, restaurants and pubs. With 68 beds the hostel can accommodate most size of groups as well as individuals in either single sex traditional Lakeland cottage featuring a great lounge with a fire and TV, dining room, large well equipped i heating, showers and washing/drying facilities. Reasonably priced, light breakfast included. Friendly help transport links makes this hostel the ideal base for exploring the Lakes.

www.ldwa.org.uk

Membership to Independent Hostels UK (IHUK)



Latest Natters

from the accommodation owners

Ambleside Backpackers, Cumbria
Availability this weekend! Blue skies forecasted in Ambleside Saturday & Sunday!
Added 17/05/2011

Braich Goch Bunkhouse & Inn, Powys
Coed y Brenin, Mach Trails & Climachx routes... All these and more within a 20 mile radius. The Climachx trail being on our doorstep. The Braich Goch is geared up for Mountain Bikers and walkers.
Added 16/05/2011

Campbell Room Group Accommodation, Somerset
1 night available next weekend (Fri 20th - Sat 21st May). Ideal stop-over on the Coleridge Way, Macmillan Way West or the Samaritans Way South West long distance footpaths, or National Cycle Routes 3 and 33 (Bristol to Lands End or Seaton).
Added 13/05/2011

Mid Wales Bunkhouse, Powys
No more soggy sandwiches and damp squids!! We now have a covered barbeque area, including charcoal pizza oven so you can barbeque and cook outside in pleasure and dine on the covered deck whatever the weather.
Added 13/05/2011

[Click here to see more of the latest natters...](#)

IHUK promote all members' accommodation at outdoor shows such as the Outdoor Leisure Show at the NEC and the Outdoor Pursuits Scotland Show in Edinburgh.

Members of IHUK network will be given access to the member's message board (above right) where hostel owners are able to interact with one another and offer advice on the latest scams and useful services.

You will also be able to post **Natters**. These are short timely messages (like tweets) that appear on the home page of our website (left) making them immediately visible to website traffic. These posts may be special offers, local events.....virtually anything!

Group Bookings

Groups are able to request accommodation through our group bookings enquiry form on our website. Every week we email all our members details of groups looking for accommodation in your area.

Our main audience that we attract to your accommodation are UK based outdoor enthusiasts and family groups.

Social Networking



Your **Natters** are tweeted via our Twitter profile @indiehostelsuk, and posted onto our Facebook fan page. We also promote your own accommodation's social networks.

The IHG Blog

The blog was introduced this year and acts as another platform to promote your accommodation. We're currently inviting outdoor writers to stay at our member hostels and write about what they got up to in and around your hostel. Unlike a review, the objective is not to encourage a critique but to help independent hostels promote their area and the activities and sights nearby.

The piece will then be submitted onto the blog and viewed by all!

Added Extras

Photo Slideshow

We are now creating photo slideshows in a video format for hostels. The videos are uploaded onto your online feature on our site and onto YouTube for extra exposure. You can also add them to your own website if you wish.

Price: £45

Dalehead Bunkhouse.wmv

IndependentHostels 11 videos



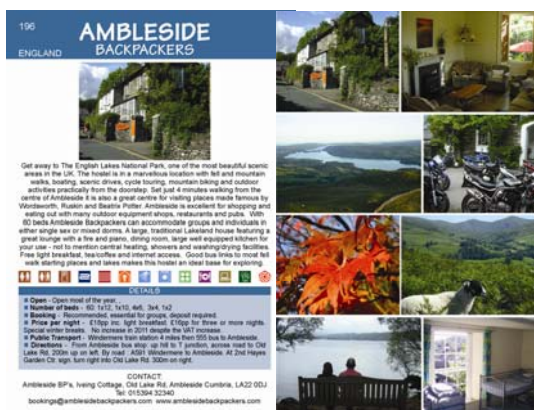
Follow link below to watch one of our videos.

<http://www.youtube.com/watch?v=STouhy5GOv0&feature=related>

Photo Montage

You can also opt to have an extra page of photos in the printed guide book. The photo montage will appear next to your feature resulting as a double page spread in the book.

Price: £60



Hostel of the Week



If you would like to purchase extra advertising on our website you can pay a fee to become the 'Hostel of the Week'. You will be promoted in a section on the homepage of our website.

Viewers will be able to click onto the link and head straight to your online feature.

- 1 week: £40
- 2 weeks: £70
- 3 weeks: £120
- 4 weeks: £200



Family Friendly Accommodation

Family rooms and self catering, perfect for family holidays.

Show me >

Group Accommodation Search

Taking a group away and looking for suitable places to stay?

Show me >

Backpackers Hostels

Lively places to stay for young international travellers.

Show me >

Bunkhouses, Hostels and Camping Barns

Places with the great outdoors on your doorstep.

Show me >

Featuring 191 hostels and bunkhouses in England, 107 in Scotland and 66 in Wales

Independent Hostels offer ideal accommodation for groups, families and individuals involved in outdoor activities and independent travel. They have private rooms, flexible lengths of stay and self catering kitchens designed for groups. Perfect for reunions of families and friends and only 5% of the hostels are affiliated to the Youth Hostel Association YHA.

Use our FREE search facility and regional maps (look right) to get up-to-the minute information on hundreds of bunkhouses, bunk barns, hostels, backpackers, camping barns and group accommodation centres in England, Wales and Scotland. We guide ourselves on working closely with Independent Hostels UK, Scottish Independent Hostels, Sustans and the Long Distance Walkers Association to bring you quality accommodation in unique locations.

Look below for Special Offers and fares from across UK. Keep in touch with our newsletter (left), twitter and facebook. If you wish you could put this website in your pocket you need the **Guide Book**.

Hostel of the Week

Llandudno Hostel
North Wales
01492 877430

[More details about this hostel](#)

Orkney, Shetland and North Scotland

Move your mouse over the map to show the regions and click to see the hostels.

Read what some of our members have said about us.....

"I would recommend joining the Independent Hostel Guide to anyone. It is a lot of coverage for the money. IHG also provides operators with a sense of belonging to a network, a useful thing!"

Simon Hilton, Court Hill centre

"A very wise choice and has led to many enquiries!"

Ken Davies, Woodside Lodges Bunkhouse

"We cannot recommend the Independent Hostel Guide highly enough"

Chris, Old school hostel

"They are one of the most efficient and reliable advertisers that I know. I get many enquiries and bookings from visitors using either the printed publication or the website. Their customer service is second to none. Well worth the money!"

Ann (Bottrill), Braich Goch Bunkhouse & Inn

"The best thing we've found with Independent Hostels is the constant interaction between yourselves and the individual hostels like ourselves and all the promotion that you put in to it"

John Adams, Woodhouse Farm

"We advertise with you because the IHG book and website package offer great value for money: -"

Andrew Donaldson, Comrie Croft

"Thanks for your work with the Independent Hostels, we continue to get lots of enquiries through it, more importantly usually groups of nice people!"

Sue, Spring hill Farm

"Sam and her team promote the guide extensively...hits on our link from IHG continue to grow."

Neil Macintosh Loch Ness Backpackers

Rates (Rates mentioned include marketing for 1 year)

£150 - Standard Package.

Whole page in guide book; online feature with 1 main photo; all of our online and offline promotion mentioned in this document (excluding added extras & Hostel of the Week)

Added extras:	Photo Montage	£60
	Extra page of photos in guide book.	
	Online Photo Slideshow	£45
	Slideshow of up to 10 photos Uploaded onto online feature & YouTube.	

£245 - Full Package.

Whole page in guide book; online feature with 1 main photo; all of our online & offline promotion mentioned in this document.

Including both added extras - photo montage and online photo slideshow.

Special Offer!

For hostels that join the guide now, we're giving them all our online marketing for the rest of the year for free.

Act fast and get the most out of our advertising for free this year!

For more details contact will@backpackerspress.com or call us on 01629 580427.