Summary

During the Peace Week this year (21-27 September 2017), HI Hostels in Japan will give JPY250/night/person of the overnight fee to provide disadvantaged children the opportunity to see the world.

Donated money will be used for the Nature and Christmas program for 30 children with Single Parent families in December and will also support the ski school for children with disabilities.

Objectives

- Give travel opportunities to unfortunate kids.
- Promote mutual understanding and compassion.

National HI Association
Japan Youth Hostels

Hostels

Tokyo Central Youth Hostel
Tokyo Ueno Youth Hostel
Tateshina Shirakaba Kogen Youth Hostel
Omi Kibougaoka Youth Hostel
Inuyama International Youth Hostel
Nara Youth Hostel
Shodoshima Olive Youth Hostel
Okinawa International Youth Hostel

SDG Contribution
Methodology

We organized a similar program a few years ago, and it was a meaningful and charitable experience. We were looking for the best way to involve the guests and advance the mission of the Japan Youth Hostel Association and after seeing HI USA’s presentation at the HI Marketing forum in Berlin on how to promote our social work to guests, I had the idea of re-making such a project.

I shared my plan with our Hostel Managers and it was understood that it is so much more than “putting the responsibility on someone or something”.

Technical details

**Duration of the project:** 21st to 27th September 2017, Sleep for Peace week

**Frequency:** Daily

**Reach:** Local/ Regional/ National

**Target audience:** HI Members/ Guests

**Estimation of total number of participants per year:**
- Guests: 200
- Staff: 20

**Partners:**
- National Federation of Single Parents
- Children’s Welfare Associations in Japan

**Estimated cost of the project:**
- Overall cost: JPY 700,000
- Per participant: JPY 500,000

**How is your activity funded?**
- % by the NA: 20%
- % by the hostel: 80%

**Human Resources - How many people are required to organise the activity?**
- Number of staff members: 5

**Human Resources - How many people are required to run the activity?**
- Number of staff members: 20

**Communication plan to find participants:**
- NA e-Newsletter
- Posters in the hostel
- Press release
- Partners
- Email to members
- Social media
- Hostel staff promoting among guests

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Sustainable Tourism through Hostelling
Would you like to know more about this initiative?

Contact: Kazumasa Ikeda, Marketing Manager
Email: ikeda@jyh.or.jp

Read more about JYH here
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A follow up of this project will be made available after the activities in December