AHA! Alan Partridge Idea -Youth Hostelling With Chris Eubank - Becomes Reality!

Friday 21 August, 2015

Eighteen years after a surreal idea – Youth Hostelling with Chris Eubank -was pitched to TV execs by the fictitious TV presenter, Alan Partridge, a creation of comedian Steve Coogan, it has been brought to life by YHA (England and Wales) and Hostelworld.

A 55 second YouTube film 'Youth Hostelling with Chris Eubank' has become an overnight Internet sensation. The film follows Twitter confusion last week after users kept asking him about Youth Hostels, with Chris' confused responses soon going viral.

Within 48 hours YHA, Hostelworld and the former WBO Middleweight World Champion teamed up and filmed the trailer at YHA Brighton, the youth hostelling charity's flagship property in the South East.

Featuring genuine YHA Brighton staff and guests, Eubank treats viewers to a tour of the accommodation and facilities at the Youth Hostel as well as a sing-along of Kumbaya with guests. Eubank delights in the hostel's bunkbeds, describing them as 'quite good'.

The film is designed to showcase modern day Youth Hostels. Following a £33million investment in the YHA (England and Wales) network since 2010, Youth Hostels are unrecognisable from their bygone image of draughty dormitories, sheet sleeping bags, curfews and fearsome wardens. While bunkbeds remain the norm, many YHAs today boast private en suite rooms with double or even Queen-size beds, restaurants and licensed bars, but still offering the experiences and camaraderie for which YHA is known

Christopher Livingston Eubank, also known as English, said: *"I am delighted to be linked to YHA because I am not an actor and everything seen was most sincere. Indeed, the hostel was splendid, extraordinary and I'm very pleased to be introduced to this youth hostel world of accommodation, which is, for me, an absolute revelation.*

"I danced and sang with genuine joy in my heart as is evident when watching the video. With a wry smile, I say this could be a potential case of farewell to the 5 star properties I have known and enjoyed.

"The social media reaction has been fantastic and stupendous and I'm humbled by the overwhelming interest, response and very kind, positive comments. Simply put, I remain humbled."

Caroline White, Chief Executive of YHA (England and Wales), said: "We love the film and everything it represents. Naturally it's all very tongue in cheek but what a fantastic way to spread the YHA message to even more young people and their families."

Watch Youth Hostelling with Chris Eubank herehttps://www.youtube.com/watch?v=iGG5OhEcpOQ

For more information about YHA (England and Wales), or to make a booking, please visit www.yha.org.uk

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