

# Turning Digital Strategy into Digital Reality

*YHA (England & Wales) Case Study*









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# Youth Hostel?













Food 24

PIZZA  
FOOD  
AT THE BAR

10

CAKEAWAY  
PICKUP BY 12:00  
ANY DATE OF ORDER  
10% OFF

Hot Drinks  
Premium  
LATE-CROISSANT  
MILK-CHOCOLATE  
VANILLA STAR

REVISIONIST  
CRAFT LAGER  
4.5% VOL  
£3.50 PER  
£4.00



yha



Pod Village

yha





yha

yha

Strategic  
change?

Short term  
tactical  
change?





1. Define the goal, vision

2. Learn from the past

3. Keep best, change worst



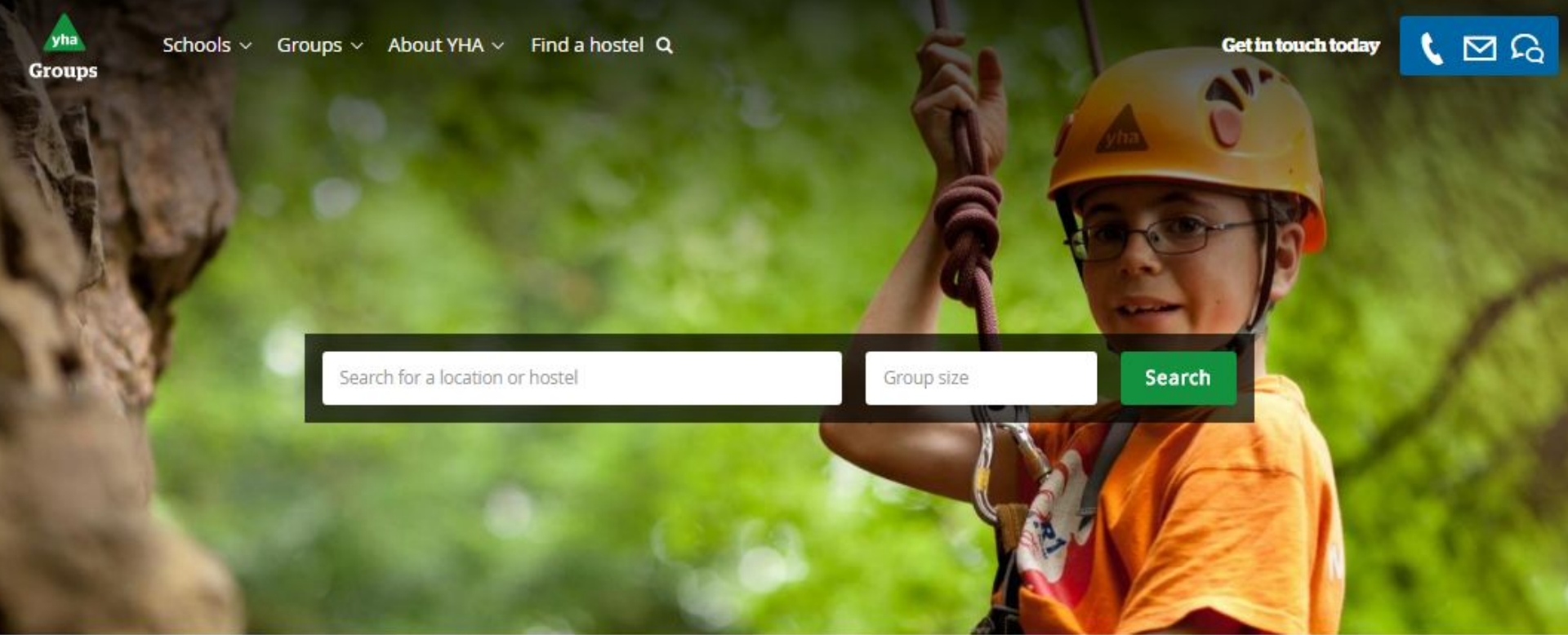




Groups

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## School trips & group residentials with YHA









## YHA London Stratford – 2019





1. Solid technical developers
2. Hybrid model of web dev
3. Openness & honesty

# Thank you

## Jon Smith

Head of Digital

YHA (England & Wales)



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