

# Roundabout Hostel

Process Work Week 2




# Visual Audit

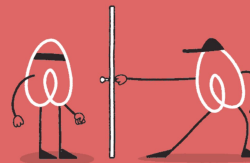
# Airbnb




Plan your first two days.



"This alleviates stress as you get acquainted with a new place."  
@ONEHATRAVELLER



airbnb



Artist Loft in Tokyo  
★★★★★ Homestay Top

Book Now


Live there. Even if it's just for a night.

airbnb  
Staying Everywhere


The hotel won't take your best friend? Pity.


## We can work this out.

Check to see if the pet allowed property is included in the listing description or contact the host to make sure you can bring your pet along on your trip.



airbnb

create 



**Make Airbnb yours**  
Create your symbol. Tell your story

Traveling



**Garry & Lianne**  
Across an ocean or across town, Garry & Lianne are always in search of local experiences.

Learn more about travel on Airbnb.

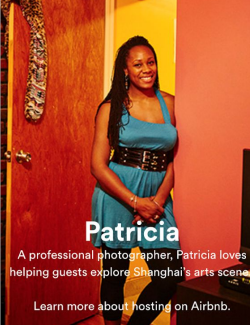
Business Travel



**Airbnb for Business**  
Feel at home, wherever your work takes you.

Get your team on Airbnb.

Hosting



**Patricia**  
A professional photographer, Patricia loves helping guests explore Shanghai's arts scene.

Learn more about hosting on Airbnb.

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# Assembly: the hotel that doesn't want you to stay

Our brand idea

# ASSEMBLY

# GET UP & GO

Our walls don't separate guests from the world,  
they connect people to the heartbeat of the streets.  
To truly experience the city, you have to get up and go.



# Surfjack: inspired by the heyday of Hawaiian hospitality



# Brand Essence: **The Neighbourly Way**

Roundabout welcomes travellers to our home: Vancouver, where we will be your neighbours who will show you the way around town.

# About Roundabout Hostel

Roundabout is a hostel located between the borders of West Downtown, Yaletown, Chinatown, and East Mount Pleasant.

Being surrounded by such diverse neighbourhoods prompted Roundabout to encourage travellers to explore the city like a local.

To be a local in Vancouver means to go off the beaten path of tourist spots, and visit cultural neighbourhoods, eat and drink at independently ran establishments, and to mingle with local Vancouverites.

In order to promote this “local” experience, Roundabout has decided to open their communal areas to locals, as a social bar/chill space, as well as creating a wayfinding app around Vancouver featuring the spots that locals love to go to. (Tacofino, etc)

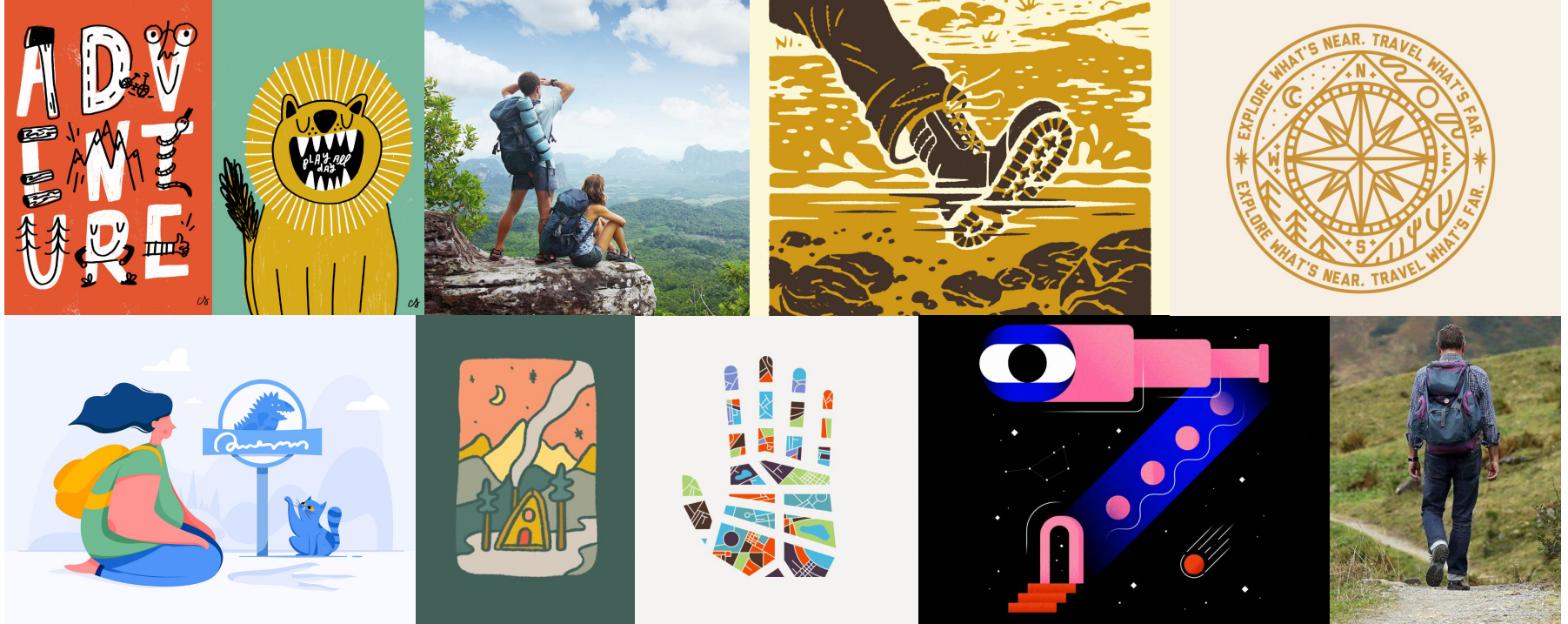
Brand Insight:

**Come as a Traveller,  
Leave as a Vancouverite**

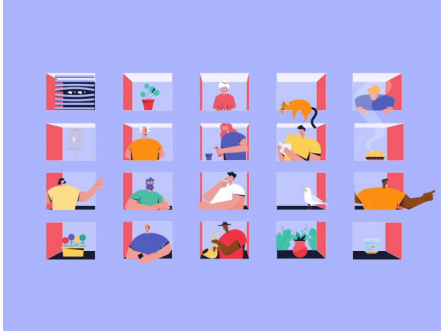
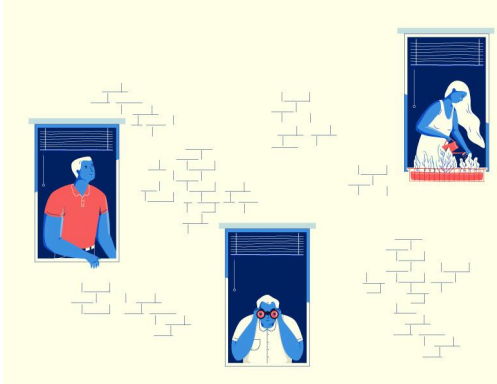


# **Brand Characteristics**

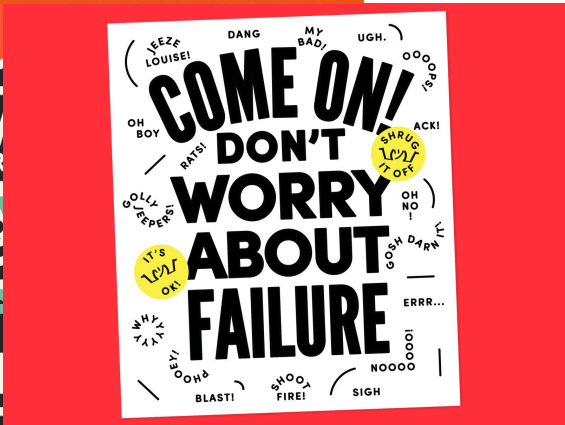
# Adventurous



# Neighbourly



# Fun



# Dynamic

