

Sam (First Hotel Auditor)

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Semantic Summary

Sam, operating as "First Hotel Auditor" on YouTube with approximately 15,200 subscribers, claims historical priority as the originator of the asylum hotel audit format — a content genre that by 2025 had become a lucrative niche populated by creators like Yorkshire Rose, DJE Media, and AY Audits. The channel's core claim — being the first person to film inside a UK asylum hotel — positions Sam as the pioneer of a format subsequently adopted and scaled by others, though the relatively modest subscriber count and limited media profile suggest the channel did not capitalise on this first-mover status to the degree that later entrants did. Sam was featured in Channel 4 News's September 2025 investigation "Inside the lucrative industry of online 'auditors' targeting migrant hotels in the UK" and referenced in East Anglia Bylines' coverage of the phenomenon, placing the channel within the documented ecosystem without the same level of public scrutiny applied to higher-profile auditors. The creator's real identity remains undisclosed, making Sam one of the more anonymous figures in a scene where real names and criminal records frequently surface through antifascist research. The channel's approximately 180 videos and sustained activity since early 2024 indicate consistent output, though the lack of significant new developments in 2026 research suggests a plateau rather than the growth trajectories of figures like Wesley Winter or News Now Yorkshire.

Platform: YouTube

Category: Right-wing / Anti-migrant / Auditor

Status: Active

Real Name: Sam (surname not publicly disclosed)

Subscribers: ~15.2K

Videos: ~180

Channel Creation: Active since at least early 2024

Overview

Sam First Hotel Auditor is a UK-based YouTuber who claims to be the first person to film inside an asylum hotel in the UK. The channel focuses on auditing migrant accommodation and has been credited with pioneering the "asylum hotel audit" format that has since been adopted by numerous other creators. Relatively little personal information is publicly available about the creator, making

them one of the more anonymous figures in the UK auditing ecosystem.

Channel: <https://www.youtube.com/@SamFirstHotelAuditor>

Notable Content

- Claims to be the first person to audit/film inside UK asylum hotels
- Videos documenting migrant accommodation across the UK
- Confrontational filming at hotels housing asylum seekers
- Content focusing on taxpayer funding of migrant hotels
- Pioneered the asylum hotel audit format now used by many creators

Context

The "asylum hotel audit" phenomenon emerged in 2023-2024 as right-wing content creators began visiting and filming hotels contracted by the Home Office to house asylum seekers. Sam claims to have originated this format, which has since become a lucrative content niche with multiple creators generating significant viewership and revenue.

Controversies

- Part of the broader "migrant hunter" phenomenon documented by HOPE not hate and Channel 4 News
- Content criticized as harassing vulnerable asylum seekers for clicks and revenue
- Featured in Channel 4 News investigation (September 2025) on "the lucrative industry of online auditors targeting migrant hotels"

Media Coverage

- Channel 4 News (September 2025): "Inside the lucrative industry of online 'auditors' targeting migrant hotels in the UK"
- East Anglia Bylines (September 2025): "Lucrative hate: YouTubers target migrant hotels for clicks"

Channel Statistics

- Subscribers: ~15,200

- Videos: ~180
- Active since: Early 2024 (approximately)
- Content style: Pioneering format of asylum hotel audits

Notes

Limited public information is available about this creator's real identity, background, or specific legal issues. The channel appears to be one of many in the asylum hotel auditing niche but claims historical priority in the format. Searches for this specific channel returned limited dedicated results, suggesting it is a smaller operation within the broader UK auditing ecosystem. No significant new developments were found in 2026 research — the channel appears to remain active but without the media profile of larger creators like Auditing Britain or Yorkshire Rose.

Links

- YouTube: <https://www.youtube.com/@SamFirstHotelAuditor>
- Other socials: Unknown

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