

WINNER

BEST BRITISH
TRAVEL BLOG
2019

Big World Small Pockets

OFFBEAT | OUTDOOR | GOOD VALUE

3.3 million

Blog Page Views in 2023

47.7k

Instagram
Followers

5.5k

TikTok
Followers

5.7k

Facebook
Followers

20.5k

X (Twitter)
Followers

ABOUT ME

Big World Small Pockets founder is Stephanie Parker – a travel addict, writer, photographer and content creator who has visited over 90 countries worldwide.

Voted the Best British Travel Blog at the British Travel Awards 2019, her website is visited by over 50k users per month and has a combined social media following of 70k+.

Specialising in outdoors and offbeat journeys, with a cultural and sustainable emphasis, Steph remains committed to showcasing how to travel better for less.

2023/24 BRAND PARTNERSHIPS

Visit Tunisia Visit Tenerife Jet2 Visit Sri Lanka Visit Algarve easyJet
Visit Estonia iAmsterdam No1 Lounges Visit Falkland Islands
Visit Sierra Leone UK National Savings Week Accor Hotels Visit Georgia
Visit Jersey UK Post Office Radisson RED Collins A-Z Maps

blog

AUDIENCE

Instagram

59% Female
41% Male

UK - 40%
US - 39%
Australia - 11%
Canada - 3%

25-34 years - 36%
35-44 years - 30%
18-24 years - 17%
45-54 years - 12%

50% Female
50% Male

US - 19%
UK - 16%
Australia - 5%
Canada - 3%

35-44 years - 34%
25-34 years - 30%
45-54 years - 19%
55-64 years - 9%

DMO TESTIMONIAL

“We just got your content on Bohemian Switzerland and it is absolutely great.
The trip tips and stories included are amazing.
To be honest, one of the best deliveries we've ever had after a press trip.
Thank you so much for your great effort”
– Visit Czechia

