

WINNER

BEST BRITISH TRAVEL BLOG 2019

Big World Small Pockets

GOOD VALUE | OUTDOOR | CULTURE

2.3 million

BLOG PAGE VIEWS IN 2025



53.4k

Instagram Followers

11.2k

TikTok Followers

11.3k

Facebook Followers

20.2k

X Followers

ABOUT ME

Big World Small Pockets founder is Stephanie Parker - travel addict, writer, photographer and content creator who has visited over 80 countries worldwide.

Voted the Best British Travel Blog at the British Travel Awards 2019, her website is visited by over 50k users per month, with over 3 million page views per year and has a combined social media following of 90k+.

Specialising in affordable adventures, with an outdoor and cultural emphasis, Steph remains committed to showcasing how you can travel better for less, both independently and as a family.

RECENT BRAND PARTNERSHIPS

Visit Chester, Visit Tunisia, Visit Tenerife, Visit Sri Lanka, Visit Algarve, easyJet, Jet2, Accor Hotels, No1 Lounges, iAmsterdam, Radisson RED, Visit Salzburg, Visit Estonia, Visit The Hague, Visit Falkland Islands, Visit Sierra Leone, Visit Bury St Edmunds, Visit Jersey, Visit Georgia, UK Post Office, UK National Savings Week, Holafly, Travelbase

AUDIENCE

blog

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

59% Female
41% Male

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

Instagram

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%

TESTIMONIAL

“We just got your content on Bohemian Switzerland and it is absolutely fantastic. The trip tips and stories you 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 output.”
– Visit Czechia

