

KASH BHATTACHARYA

A portrait of Kash Bhattacharya, a man with a beard and a surprised expression, wearing a dark blue button-down shirt. He is standing with his arms crossed against a grey background.

BUDGETTRAVELLER
2023 media pack

**‘ONE OF BRITAIN’S FINEST TRAVEL
BLOGGERS.’**

STEVE KEENAN
Former travel editor, The Times

EST 2009

BUDGETTRAVELLER

AWARD WINNING BLOGGER, BUDGET TRAVEL EXPERT
DIGITAL MARKETEEER & SPEAKER



2022 Tourfilm 2022 winner- 'South Moravia with Locals'

2021 Best Collaboration Award, with Czech Tourism.

Traverse Creator Awards

2016 National Geographic Traveller's Blogger of the Year

As one of the few travel bloggers who's managed to make their site pay, he's one to watch.'

The Guardian

85k

SOCIAL
MEDIA
FOLLOWERS

503k

UNIQUE
VISITORS
TO THE
BLOG
2022

6000

HOSTEL
BOOKINGS
WORTH €600K
MADE VIA THE
BLOG IN LAST
3 YEARS

TOP
10

RANKED IN
TOP 10
TRAVEL
BLOGGERS
BY VUELIO

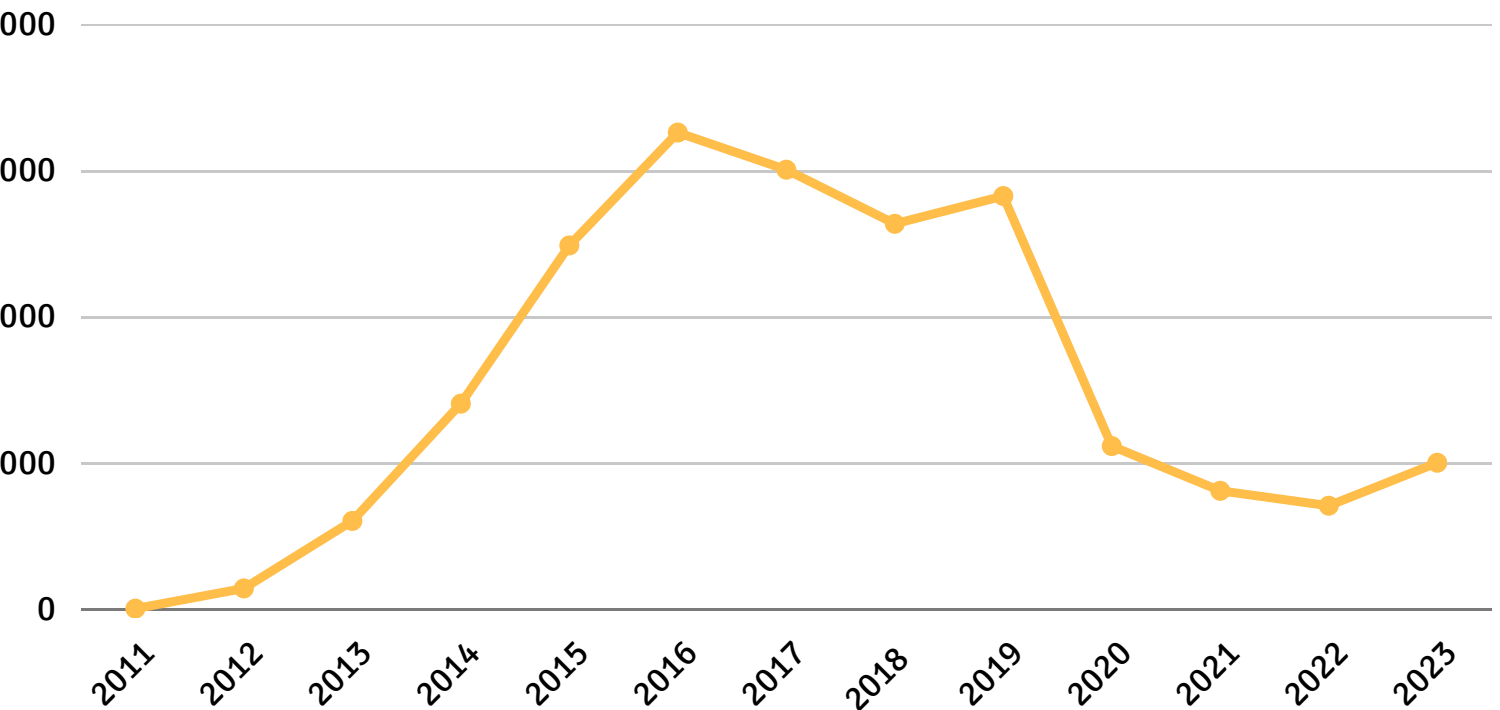


@BUDGETTRAVELLER
35K FOLLOWERS



@BUDGETTRAVELLER
22.7k FOLLOWERS

VISITORS TO THE BLOG(2011-23)



BLOG AUDIENCE

BUDGETTRAVELLER.ORG

- TOP 3 COUNTRIES: UK, USA & GERMANY
- 37,000 **UNIQUE VISITORS A MONTH**
- MAIN DEMOGRAPHIC: 18-25 (35%)
25-40 (31%)
- FEMALES (56%) MALES (44%)
- FOCUS: **HOW TO TRAVEL IN STYLE ON A BUDGET**
- **HOSTELS, STREETFOOD, AUTHENTIC CULTURAL EXPERIENCES ON A BUDGET**

CLIENT LIST

- Google Arts & Culture
- Magnetic Latvia (LIAA)
- UNESCO
- Germany Tourism
- Vorarlburg Tourismus
- Atout France
- Saxony Tourismus
- Get Your Guide
- BOSCH e-bike systems
- Czech Tourism



EST 2018

THE GRAND HOSTELS

LUXURY HOSTELS OF THE WORLD



"FROM INDIA TO PERU, ALL THESE PLACES OFFER BOUTIQUE-HOTEL TOUCHES AT BUDGET PRICES."

THE GUARDIAN

The Grand Hostels

Luxury Hostels of the World



IN AUGUST 2018, BERLIN BASED DESIGN PUBLISHER GESTALTEN PUBLISHED MY NEW GUIDEBOOK '**THE GRAND HOSTELS: LUXURY HOSTELS OF THE WORLD**' WHICH ALLOWS THE MODERN TRAVELLER TO RECREATE THE 'GRAND TOUR' OF THE MODERN AGE: FEATURING 116 DESIGN HOSTELS, FROM AUSTIN TO COPENHAGEN TO HIROSHIMA, EACH OF THESE HOSTELS IS UNIQUE EXPERIENCE. THE BOOK HAS ALREADY BEEN FEATURED BY THE **GUARDIAN**, **SPIEGEL**, **NZZ BELLEVUE**, **CONDE NAST TRAVELLER**, **NATIONAL GEOGRAPHIC TRAVELLER** TO NAME A FEW.

gestalten

by BudgetTraveller

ADDITIONAL SERVICES



CREATIVE CONTENT NEEDED?

I have several years experiences of putting together creative content ideas for clients, some of which have won major tourism marketing awards. Examples of projects include MustLoveFestivals.com with **Expedia**, project developed in partnership with 20 DMO's including **Visit Finland, Visit Austria, German National Tourism Office, #BlogVille** for **Emilia Romagna** & **#Blogmanay** for **Visit Scotland & Unique Events** in partnership with **iAmbassador** and Film Traveller Cote d'Azur for **Cote d'Azur Tourism**.

NEED A SPEAKER?

As well as creating content, I am also a professional speaker and have spoken at various digital tourism and trade conferences over the last 14 years on a variety of topics varying from influencer marketing, hostel marketing and content strategy to stories from my life as a professional travel blogger. Get in touch to hire me as a speaker for your next tourism conference or maybe create a workshop tailormade to your partners needs. Below are some of my past clients.

Baltic Tourism Forum
Visit Denmark
World Travel Market, London
ITB Berlin
Digital Tourism Think Tank
Scottish Enterprise
European Cities Marketing
SETE Annual Conference, Athens

HELP WITH VIDEO CAMPAIGNS?

I also work with my partner, Sabrina Wulf who is a professional video content creator -so whether you are looking for a video campaign to raise awareness of your brand or looking for something more practical to help your customers- I can assist your needs. Drop me a line with a brief and I'll be happy to share some examples of recent projects plus put together some ideas and a quote based on your needs.

SAY HELLO

kash@budgettraveller.org • www.budgettraveller.org