

# BUDGETTRAVELLER



**'ONE OF BRITAIN'S FINEST TRAVEL  
BLOGGERS.'**

**STEVE KEENAN**

2023 media pack

EST 2009

# BUDGETTRAVELLER

AWARD WINNING BLOGGER, BUDGET TRAVEL EXPERT  
DIGITAL MARKETEER & 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

One of Britain's key budget influencers'  
**The Guardian, March 2023**

90k

SOCIAL  
MEDIA  
FOLLOWERS

503k

UNIQUE  
VISITORS  
TO THE  
BLOG  
2023

6000

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

TOP  
10

RANKED IN  
TOP 10  
TRAVEL  
BLOGGERS  
BY VUELIO

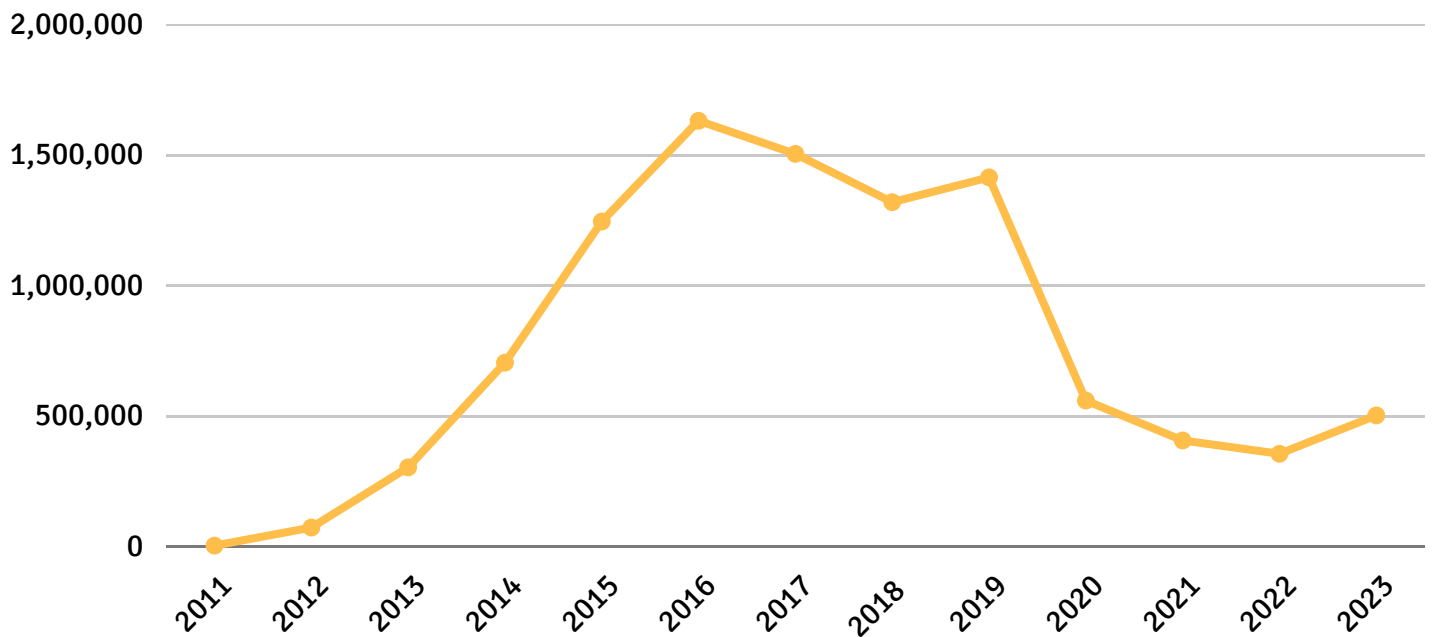


@BUDGETTRAVELLER  
36.5K FOLLOWERS



@BUDGETTRAVELLER  
22.7k FOLLOWERS

# VISITORS TO THE BLOG( 2011-23)



## BLOG AUDIENCE

- TOP 3 COUNTRIES: **UK, USA & GERMANY**
- 40000 **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**

## RECENT CLIENT LIST

- **Magnetic Latvia (LIAA)**
- **UNESCO**
- **Germany Tourism**
- **Vorarlburg Tourismus**
- **Atout France**
- **Visit Malta**
- **GET YOUR GUIDE**
- **BOSCH e-bike systems**
- **Czech Tourism**



**THE GUARDIAN**

# The Grand Hostels

# Luxury Hostels of the World

# gestalten

by BudgetTraveller



# BUDGETTRAVELLER IN THE PRESS

NATIONAL  
GEOGRAPHIC  
TRAVELLER  
SEPT 2023

## THE FUTURE OF HOSTELLING

AS THE YHA ANNOUNCES PLANS TO SELL OFF A NUMBER OF HOSTELS IN THE UK AND TRAVELLERS COMPLAIN OF SPIRALLING BED PRICES ACROSS EUROPE, WE TAKE A LOOK AT THE STATE OF THE INDUSTRY. WORDS: LORNA PARKES

When German teacher Richard Schürmann converted a former classroom to accommodate young travellers on a budget in 1965, no one could have predicted the global movement he would inspire. Three years later, Schürmann bought a castle near Darmstadt to establish the world's first youth hostel and by the 1930s, Germany had 2,000 low-cost hostels dotted around its rural areas. But it wasn't until a group of Brits brought the idea back to the UK and launched the Youth Hostels Association (YHA) in 1939 that the new movement gained its proper child.

Today, after more than 90 years in operation, the charitable organisation announced it will sell off 20 of its 100 hostels. Given the summer blizzards of the pandemic, it wasn't wholly unexpected. YHA's affiliated New Zealand organisation collapsed in December 2022, for of YHA, Australia's hostels were also permanently abandoned, and the country's National Youth Hostel Organisation had to shut down or sell six of its 18 properties.

"All hostel organisations around the world were really

badly affected by the pandemic, because obviously we're relying on people sharing spaces," says YHA chief executive James Blake. "We lost 80% of our income in the first year of the pandemic and 50% in the second year – that's about £70m in '21." He points out that it wasn't until April 2022 that hostels were finally able to operate normally again in the UK, when shared dorms reopened.

For the YHA, the aftermath of the pandemic brought what Blake describes as a "perfect storm" of challenges: inflation (labour, laundry, food), spiralling energy costs and the cost of living crisis. It's also, coupled with depleted financial reserves, that's forced it to sell off 20 of its 100 hostels.

Despite this latest blow to the industry, demand for hostel beds doesn't appear to have dropped much – the YHA says guest numbers are now rising at an average of 10% per Covid levels. And according to data from online travel agent and booking site Hostelworld, in November 2022 bed bookings in some countries around the world surpassed 2019 levels. Although the hostel market is still struggling in Europe – accounting for 50%

of bookings on the Hostelworld platform – bookings have soared in countries that have historically been cheaper to travel in, such as Egypt (up 80%), Turkey (67%), Guatemala (57%), Mexico (55%) and Laos (52%).

Price is certainly one of the biggest challenges right now. Astonishingly, it's thought that many cities are operating at half the hostel bed capacity they were before the pandemic. To offset spiralling costs, hostels have raised more heavily on price surging – increasing prices when demand for them is greatest. As a result, the cost of dorm beds has rocketed, in line with the double whammy of high demand and low capacity. The rising number of solo travellers has also increased demand for hostel beds further.

**Finding new value**

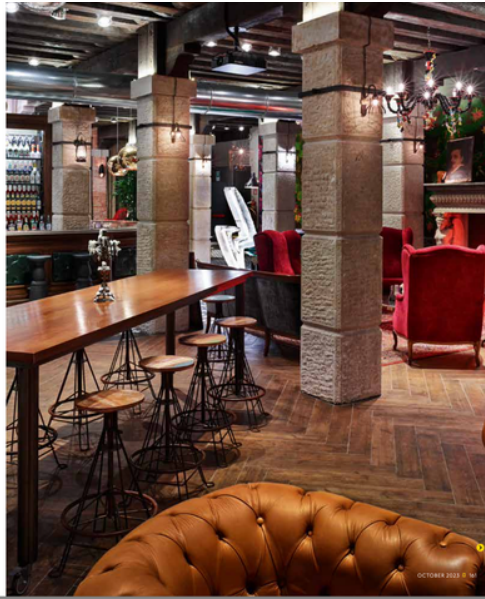
"The days when you could travel on a 20 Euro budget and spend €10 on a hostel bed are not coming back," says Kash Bhattacharya, who runs the Budget Traveller website and is the author of the Grand Hostels: Luxury Hostels of the World. Although Bhattacharya has seen the cost of travel increase across the board, he believes it's

most sustainable – and hence still – when it comes to hostels because they're always been seen as a bastion of cheap travel.

In Europe, prices have become noticeably higher in key cities, where over-tourism is an issue. As Bhattacharya says, "If you're willing to get off the beaten path, there's still a lot of value. But if you want to go to places like London or Rome, there are too many people travelling and you're always going to pay over the odds for a hostel."

Oliver Jones, a 23-year-old who's just returned from three months hitchhiking between European cities, says he found hostel prices had doubled since he took his last trip, returning through Europe in 2018. "This time around, I found a dorm bed for under £40, if I had to be honest," he says. And to get these prices, he needed to book around four weeks in advance, leaving little room for the spontaneity that traditionally came with backpacking.

To cut down on costs, Jones swapped between staying in big cities, but he says he found most travellers headed straight to city centre hostels because they were travelling on foot. Higher



REPORT

FIVE HOSTELS  
doing things  
differently

BUDGETTRAVELLER

IPAPER  
JULY 2022

GUARDIAN UK  
MARCH 2023

Life

Travel on a budget



**Budget Traveller** Kash Bhattacharya has been staying in cool hostels and other budget places to stay since 2009 (his book, *The Grand Hostels: Luxury Hostels of the World*, was published in 2018). He also flags up good-looking co-working spaces and cheap transport, particularly train and bus, on Twitter and Instagram.

**Top tip** Save money on your travels by using buses rather than planes or trains; eat out at lunchtime, when restaurants are more likely to offer deals and set menus; head to lesser-known places such as Vilnius, Riga, Brno or Gdańsk, and get a bank card that doesn't charge for overseas transactions.

Repair your clothes

IPAPER  
OCTOBER 2022

## Life, love and pain – you'll get to know Germany's industrial heartland best at a match

Football clubs are integral to social cohesion and create a sense of identity in the industrialised Ruhr Valley



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itravel 71

Acknowledge the experiences that you are grateful for on each day of your trip Dr Charlotte Russell, p77

Europe's best-value journeys

The continent offers a wide range of free and cheap ways to travel via rail, bus, ferry or campervan – this summer and beyond. By Kash Bhattacharya, aka Budget Traveller

Wanderlust Taking The Road Less Travelled

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