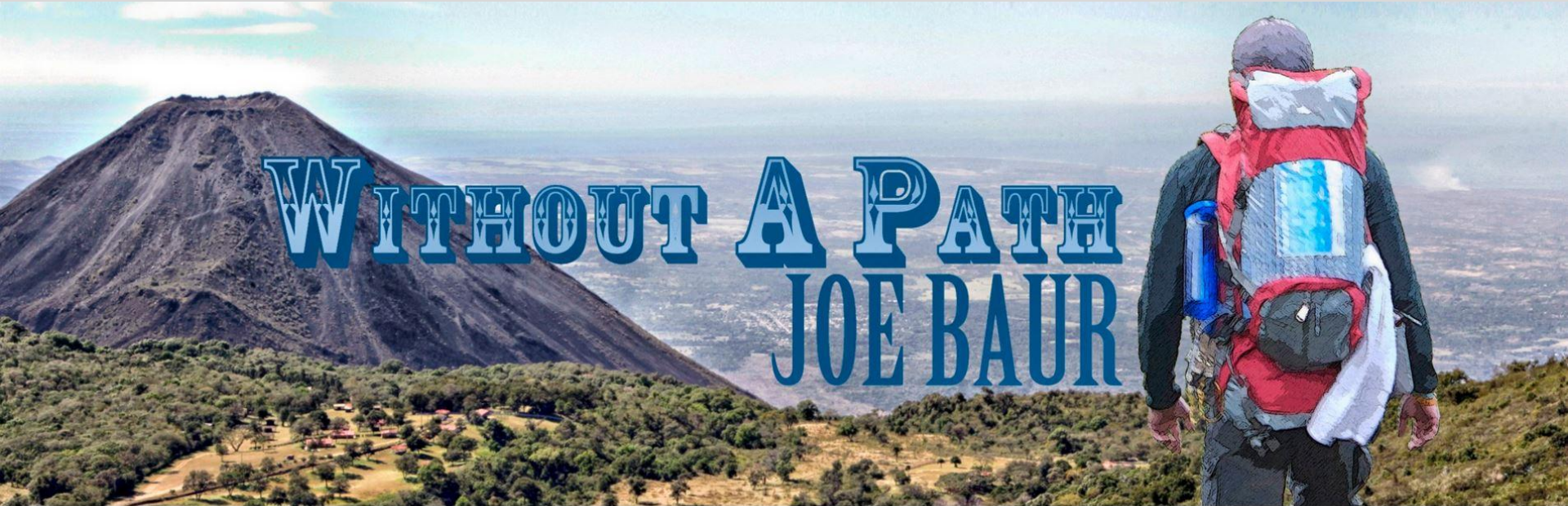


Media Kit - 2018



WithoutAPath.com
JoeBaur.com

The background of the slide is a high-angle, panoramic photograph of a river valley. A wide river flows through the center, flanked by steep, green hills. In the foreground, a town with a prominent church featuring a tall, dark spire is visible. The church has a light-colored facade and a dark roof. The town's buildings are clustered together, with some featuring red-tiled roofs. The river is calm, reflecting the sky and the surrounding landscape. The hills in the background are covered in dense green vegetation, with some areas showing signs of agricultural use. The overall scene is peaceful and scenic, capturing a beautiful view of a European-style town and its natural surroundings.

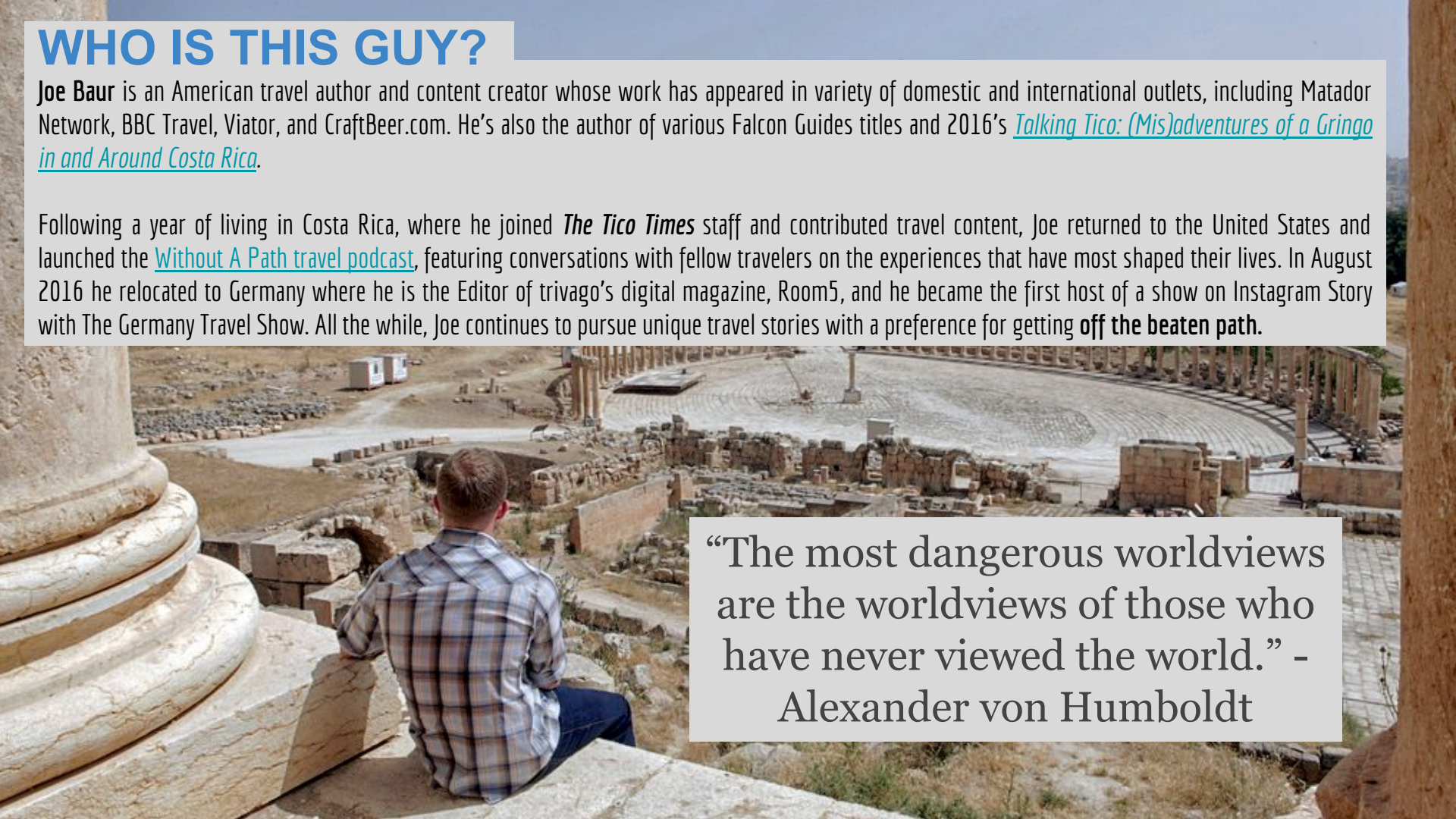
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WHO IS THIS GUY?

Joe Baur is an American travel author and content creator whose work has appeared in variety of domestic and international outlets, including Matador Network, BBC Travel, Viator, and CraftBeer.com. He's also the author of various Falcon Guides titles and 2016's [*Talking Tico: \(Mis\)adventures of a Gringo in and Around Costa Rica*](#).

Following a year of living in Costa Rica, where he joined *The Tico Times* staff and contributed travel content, Joe returned to the United States and launched the [Without A Path travel podcast](#), featuring conversations with fellow travelers on the experiences that have most shaped their lives. In August 2016 he relocated to Germany where he is the Editor of trivago's digital magazine, Room5, and he became the first host of a show on Instagram Story with The Germany Travel Show. All the while, Joe continues to pursue unique travel stories with a preference for getting **off the beaten path**.

A man with short brown hair, wearing a blue and white plaid shirt and dark blue jeans, is sitting on a large, light-colored stone ledge. He is looking out over a vast, open archaeological site. In the background, there are the ruins of an ancient amphitheater with tiered seating and several standing stone columns. The ground is dry and dusty, with some scattered stone blocks and debris. The sky is clear and blue.

“The most dangerous worldviews are the worldviews of those who have never viewed the world.” -
Alexander von Humboldt

BEHIND WITHOUT A PATH

Without A Path (WAP) is the creation of travel writer, author and filmmaker, Joe Baur. Originally operating under JoeBaur.com, Without A Path became its own website (WithoutAPath.com) in the summer of 2017 to better focus on its brand mission.

This mission includes aligning with **tourism bureaus, travel operators, and other like-minded organizations** that share those values important to WAP, namely giving local voice to tourism destinations, promoting **sustainable tourism** by way of encouraging walking, cycling, and taking public transportation first and foremost, and **finding solutions to mass tourism** by engaging in local tourism that sees the benefits of travel go directly into the communities.



ABOUT WITHOUT A PATH

Without A Path is a travel website that focuses on **off the beaten path destinations**, telling their story through **first-hand experiences** and **interactions with locals**. These destinations can be cities or entire countries that have been stereotyped as “too dangerous” for a variety of reasons, neighborhoods that have been relatively untouched by mass tourism in already popular cities, destinations that have been **unfairly overlooked**, and outdoor adventures that have yet to be trampled by swaths of tour groups.

Without A Path is especially passionate about **allowing locals to tell their own stories** through editorial content creation, Off The Beaten Path travel guides, podcasts, photography, and video.

DEMOGRAPHICS

- **Without A Path** is split almost evenly between **men (49%)** and **women (51%)**
- Aged 25-44 (57% of traffic)
- From the **United States (60%)**, Europe (15%) and Canada (5%)
- On average, the site receives **10,000 monthly views**



SOCIAL MEDIA

@BaurJoe



3.2K



1.5K



5.1K

Joe offers real-time coverage of destinations and engagement with followers as he travels.

INSTAGRAM TAKEOVERS

In September of 2017, **The Germany Travel Show with Joe Baur** premiered on the @GermanyTourism Instagram account, becoming the first show on Instagram Story. The show features Joe channeling Charlie Chaplin and Buster Keaton's slapstick humor as he makes 16 stops (and episodes) across Germany.



The image displays three screenshots of Instagram Story posts from the account @germanytourism, featuring Joe Baur's travel show. The first screenshot shows Joe Baur in a white shirt and tie, holding a German flag, with a 'SOUND ON' sticker and a list of hashtags. The second screenshot is a red graphic titled 'THE GERMANY TRAVEL SHOW with Joe Baur', featuring a cartoon of Joe Baur and a 'Supported by DB' logo. The third screenshot shows Joe Baur holding a plate of food, with a yellow thumbs-up sticker.

In September of 2017, **The Germany Travel Show with Joe Baur** premiered on the @GermanyTourism Instagram account, becoming the first show on Instagram Story. The show features Joe channeling Charlie Chaplin and Buster Keaton's slapstick humor as he makes 16 stops (and episodes) across Germany.

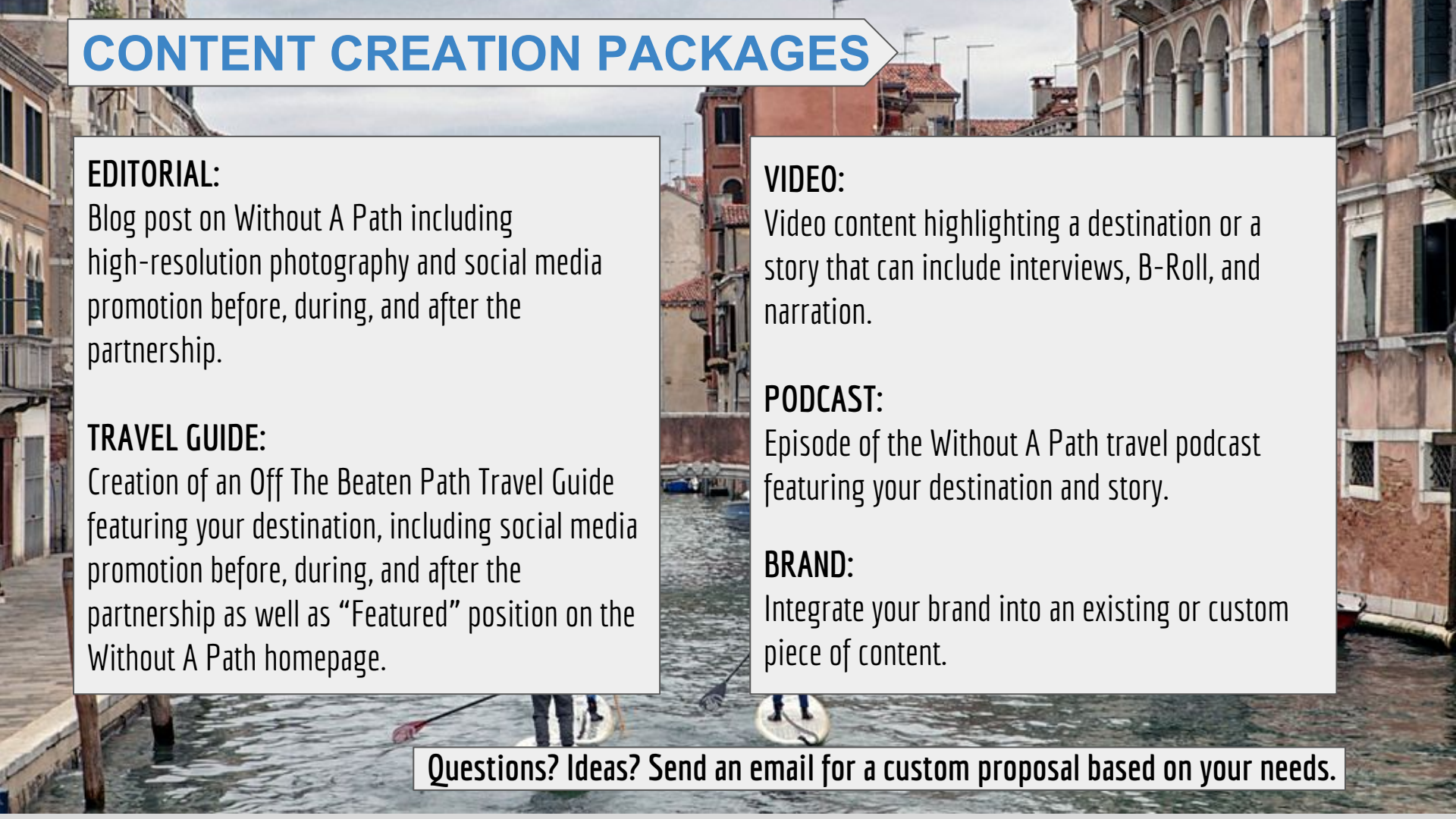


That was hardly Joe's first Instagram partnership. Joe partnered with Prague City Tourism (@prague.eu) on a three-day Instagram takeover in July of 2017. Over three days, **Joe brought over 60,000 impressions** as he took viewers off the beaten path in Prague.



Joe took over our Instagram account for three days in July, sharing his Prague experiences with our followers two times a day using both image posts and Instagram Stories. During the takeover he showed Prague from different angles and shared his authentic and independent views with our fans. We especially appreciate the creative way in which he presented Prague using Instagram Stories and we believe he inspired many to visit the destination and explore both its familiar locations and places that haven't been discovered by tourists. -- Kamila Bakotová, Marketing Manager at Prague City Tourism

CONTENT CREATION PACKAGES



EDITORIAL:

Blog post on Without A Path including high-resolution photography and social media promotion before, during, and after the partnership.

TRAVEL GUIDE:

Creation of an Off The Beaten Path Travel Guide featuring your destination, including social media promotion before, during, and after the partnership as well as “Featured” position on the Without A Path homepage.

VIDEO:

Video content highlighting a destination or a story that can include interviews, B-Roll, and narration.

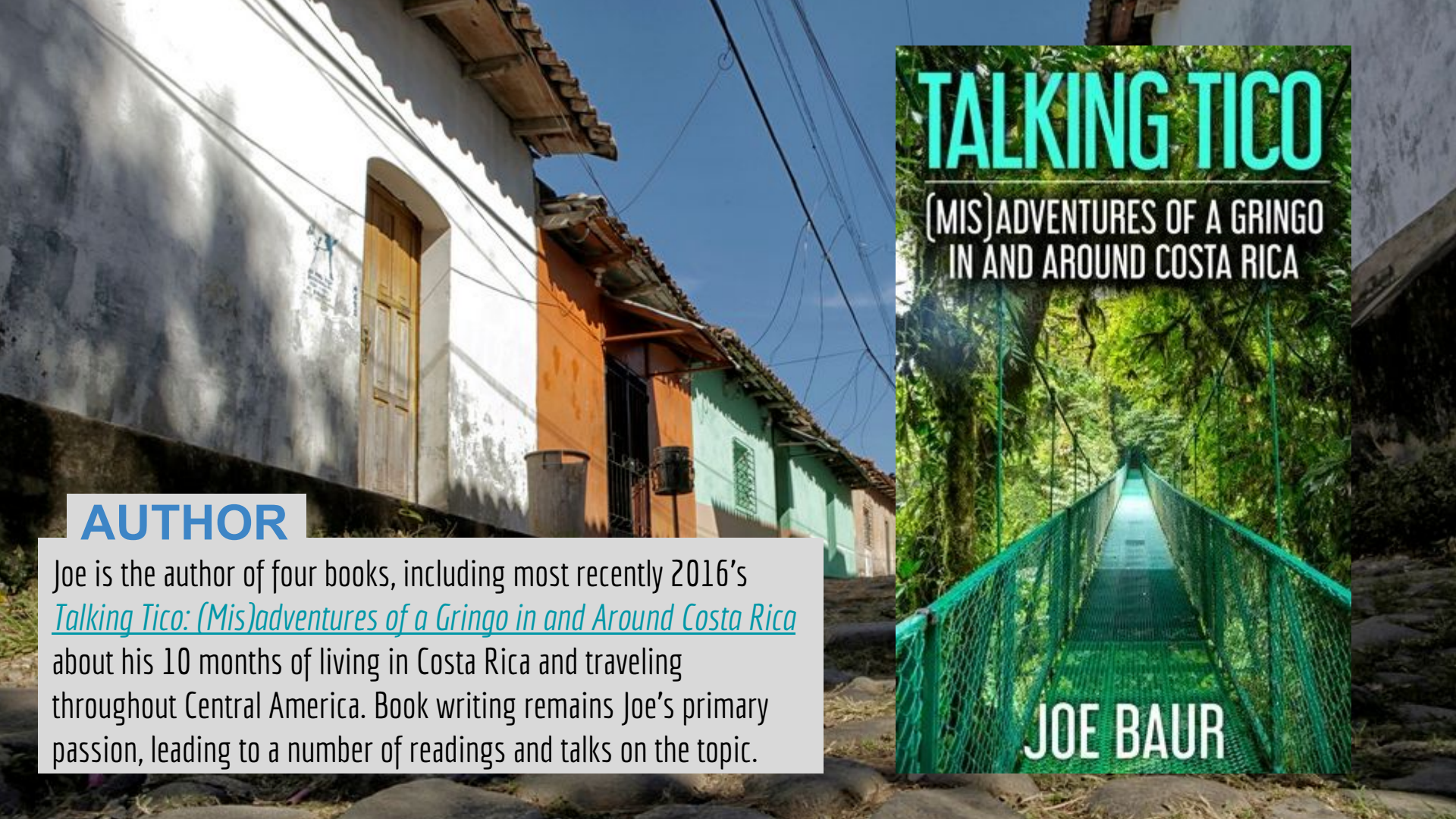
PODCAST:

Episode of the Without A Path travel podcast featuring your destination and story.

BRAND:

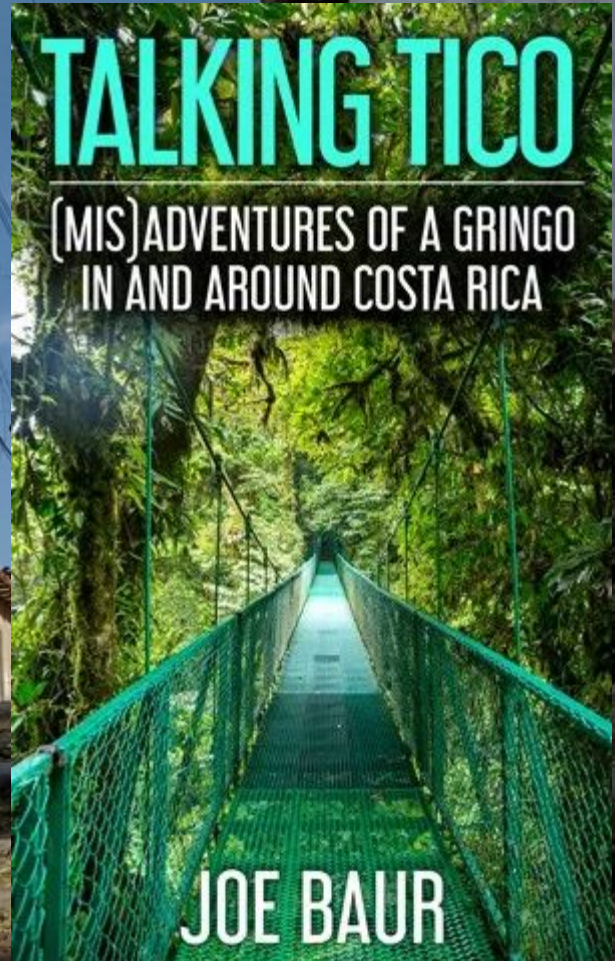
Integrate your brand into an existing or custom piece of content.

Questions? Ideas? Send an email for a custom proposal based on your needs.

A row of colorful houses in a tropical setting. The houses are painted in various colors like white, orange, and green, with some showing signs of wear. The roofs are made of dark tiles, and there are power lines running along the street. The scene is set against a clear blue sky.

AUTHOR

Joe is the author of four books, including most recently 2016's [*Talking Tico: \(Mis\)adventures of a Gringo in and Around Costa Rica*](#) about his 10 months of living in Costa Rica and traveling throughout Central America. Book writing remains Joe's primary passion, leading to a number of readings and talks on the topic.



FILMMAKER



Jordan: Inside the Calm Neighbor of the Middle East -



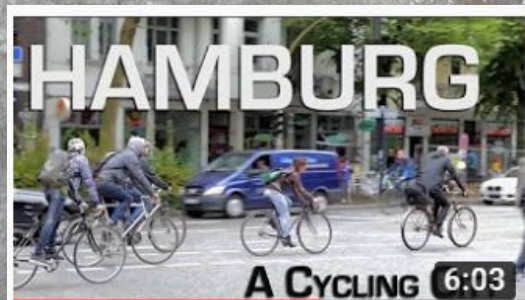
The Gaman Spirit: Why Cycling Works in Tokyo -



Pico Bonito: Adventures in the Jungles of Honduras -



Traveling Ireland's Wild Atlantic Way in Donegal -



Hamburg, Germany: How Cycling is Growing - Without



Panama City: A la Ciudad de Panama - Without A Path

Over 100,000 views combined

SPEAKER



Joe has also been known to put words together and form sentences in a public forum. For example, upon his return from living in Central America Joe traveled to North Dakota to speak on **digital storytelling** at the 2015 Writers & Bloggers Workshop. He later spoke at a **Travel Massive event** in Germany about his book, *Talking Tico*, and previous travels. Since then he's presented and been featured on panels from Berlin to Prague as well as a featured guest on numerous podcasts.

"Joe presented to our North Dakota Writers and Bloggers group and shared some amazing experiences as well as provided insightful tips and tricks on capturing unique stories. His delivery was spot-on and attendees walked away inspired to create engaging content."

*Kim Schmidt, Public & Media Relations Manager,
North Dakota Department of Commerce, Tourism Division*

SEEN



QUOTED



PARTNERED



VICTORINOX



FOR PARTNERSHIP AND SPEAKING INQUIRIES



Joe Baur, Owner and Producer
joe@joebaur.com