



rice / potato

www.ricepotato.co

hello@ricepotato.co

We are rice / potato

RICE / POTATO was born out of frustration after seeing the umpteenth travel blog push out yet another “10 things to do in Bangkok” article covering the predictable, generic tourist hotspots.

We believe that the modern traveler demands a more sophisticated experience, therefore we made it our mission to separate the wheat from the chaff and hunt down the best under-the-radar hotels, hotspots and experiences in the cities we visit.

Currently, rice / potato is a two-person show, with everything from writing to design and photography being done by Chris and Ety, a Taiwanese / Dutch couple living in Bangkok since 2013.

The rice

Ety Liu, Studied textile design and cultural management and worked in fashion in Taipei and Shanghai, but eventually ended up as an art teacher. Freelance contributing editor to magazines such as Cosmopolitan Taiwan, Neocha, A Day and others.

The potato

Chris Schalkx, Digital marketer passionate about the intersection of tech, high-end hospitality, and design. Freelancing consultant in hospitality and F&B industry and has a soft spot for anything quirky.

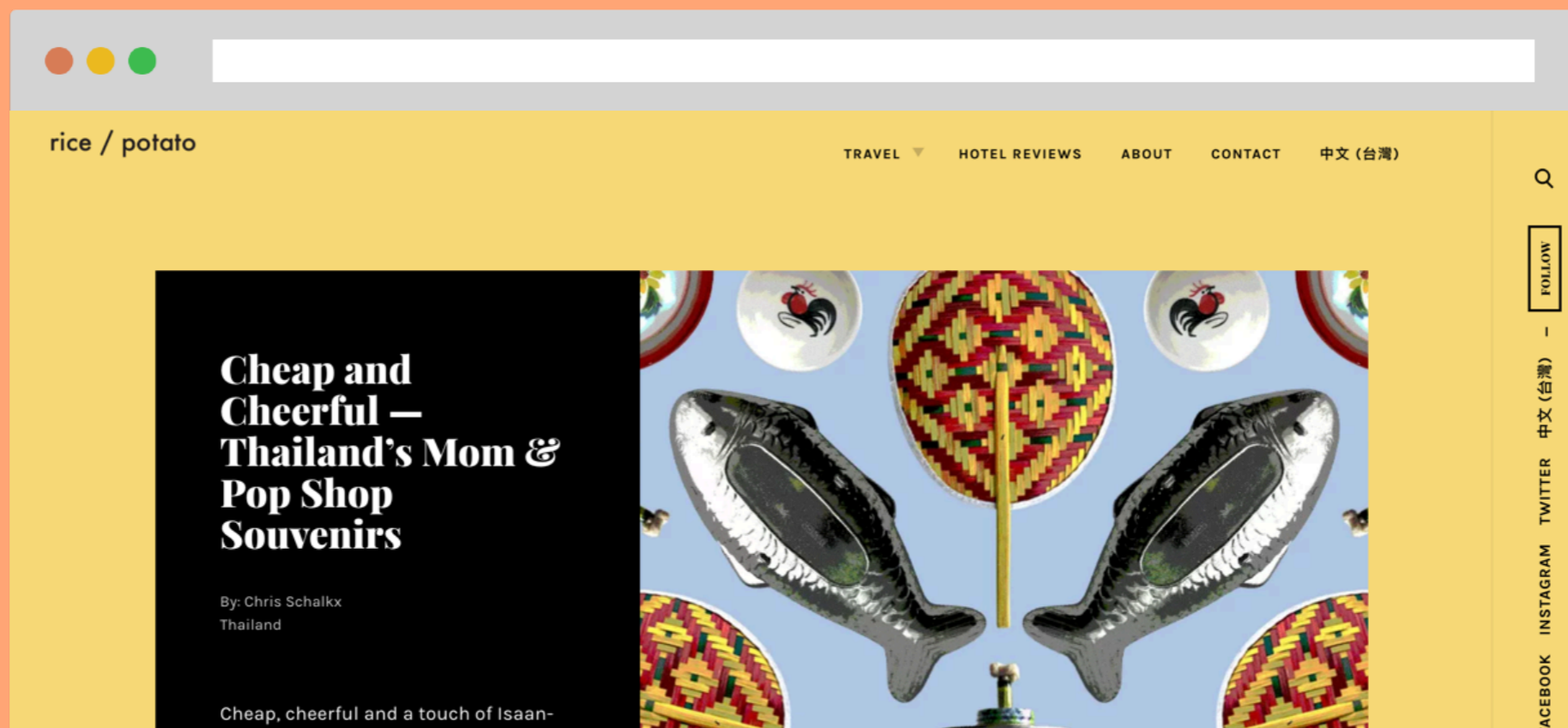


Not just another travel blog

Things that are very rice / potato: design-led travel experiences, 'insider' places, boutique hotels, luxury travel, attention to detail, unique experiences, savvy souvenirs, local artists, creative entrepreneurs, handicrafts, pop culture and everything quirky.

Things that are not so rice / potato: mass tourism, super budget travel, selfies, Instagram- and travel blog cliches, run-of-the-mill hotels, aggressive promotions, generic articles and un-authentic experiences.

We pride ourselves in going the extra mile when it comes to creating truly unique and engaging content. Whether it's an article for our blog, a freelance contribution to one of the publications we write for, or a collaboration with one of the brands we support - we make sure that everything is done to perfection: from the copywriting to the photography and graphic design.



The stats

Ricepotato.co publishes articles in both **English and Chinese** and attracts around **10.000 visitors each month**, of which most live in **Taiwan (44%), Thailand (21%) and Hong Kong (10%)**. Our visitors are mostly interested in unique hotels, local creative brands and artists and interesting shops and restaurants. According to our audience research, most of our visitors work in **media** or the **creative industries**, and travel abroad at least 2-3 times per year.

rice / potato's **Facebook page** currently has a following of **15.000 fans**, and posts reach an average of 75% - 130% of those fans organically. On **Instagram**, we have an additional **11.000 followers**, spread over our two personal accounts @chrsschlckx (10k) and @ettyliu (1k) that we use to promote our blog and brand collaborations.

Previous collaborations

Since starting rice / potato, we've had the pleasure of working with various leading (hotel) brands on interesting collaborations.

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The SUPPORT Arts and Crafts
International Centre of Thailand
(Public Organization)

*Note that some collaborations were done under our previous blog name 'Ghost City BKK' (rebranded to rice / potato in March 2017)

Media mentions

The Guardian – [Cafes, courtyards and cha in Bangkok's Chinatown](#)

Passion Passport – [When living abroad, nothing is ordinary](#)

The SUPPORT Arts and Crafts International Centre of Thailand (SACICT) – [Thai Innovative Craft](#) (video, Thai)

Fathom – [For Bangkok's answer to Brooklyn, head to Chinatown](#)

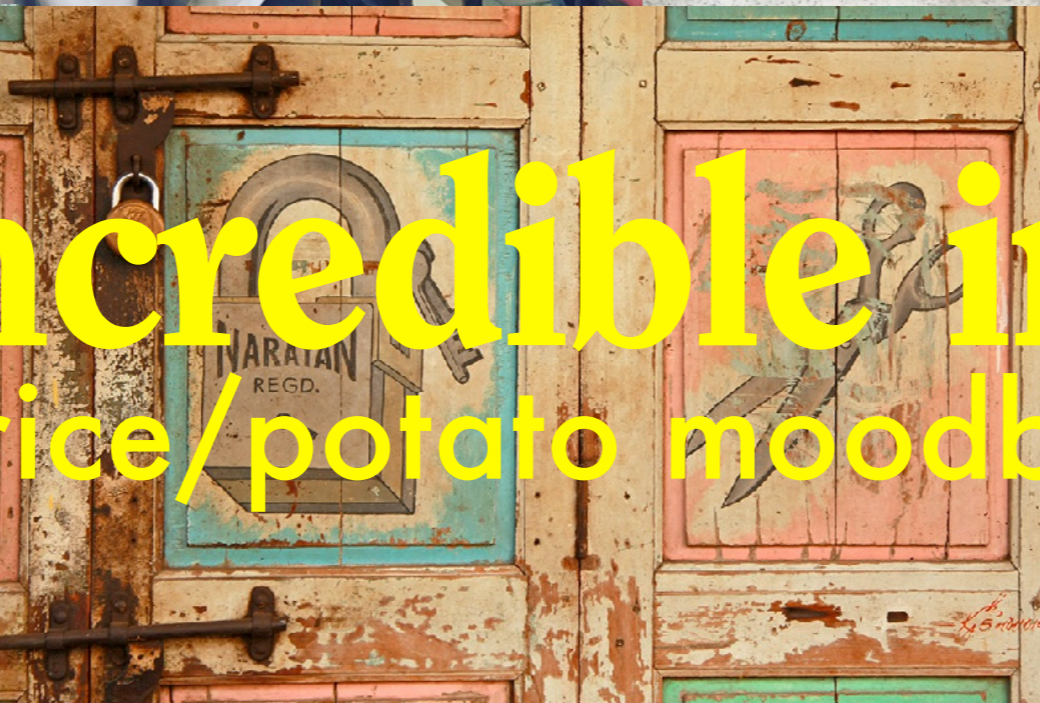
TSTMKRS Africa – [Morocco Instagram Takeover @chrsschlxx](#)

The Paper 澎湃新闻 – [如果你还认为唐人街只卖干货和燕鲍翅，该去曼谷翻篇了](#) (Chinese)

Metro Nieuws – [Droombaan: Ik kan werken waar en wanneer ik maar wil](#) (Dutch)

Metro Nieuws – [Droombaan Nederlander: Op vakantie wanneer ik wil](#) (Dutch)

Verkeersbureaus.info – [Bangkok Local Top 5](#) (ebook, Dutch)



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