

# The Travel Expert



## ABOUT SARAH

Sarah worked in the Irish travel industry for 24 years before starting the travel website, **TheTravelExpert.ie** in 2014. Sarah features regularly on national radio stations including RTE and Newstalk and has been featured as a travel expert on TV3. She has also been published by both national and international media outlets.

Find out more about Sarah here:



Sarah's personal approach and experience as a travel agent offers a unique perspective on destinations. She collaborates with leading travel brands on a regular basis and highlights their product to Irish consumers, via The TravelExpert.ie and her social platforms, reaching in excess of **100,000** consumers weekly.

## ACHIEVEMENTS

- Visited **50+** Countries
- Two time finalist **Eir Spider Awards**
- Finalist **Accenture Digital Media Awards**
- Finalist **Blog Awards**
- Semi Finalist **Web Awards**

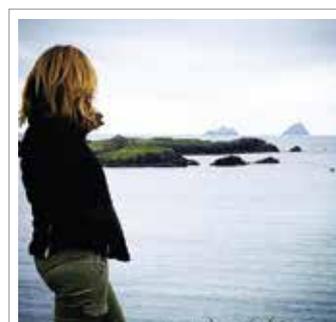
## STATISTICS

### WEBSITE

60,000 Monthly Page Views  
70% Women  
73% Age 25-54

### SOCIAL MEDIA

 33,000 Facebook  
 3,000 Instagram  
 2,000 Twitter



## TESTIMONIALS

Clem Walshe, MD LocalMarketing.ie



"Sarah's experience and in-depth knowledge of the Irish travel industry are key components that ensure "The Travel Expert" brand will continue to provide valuable travel insights and information for consumers as well as being a cost effective platform for major industry players to showcase their products. LocalMarketing clients have enjoyed an excellent return on previous commercial collaborations with Sarah and we look forward to continuing that successful relationship into the future".

Paul Hackett, Co-Founder & CEO



"Sarah is a real expert in all things travel, she is easy to work with, passionate about what she does and genuinely will only promote what she herself believes in. Sarah is also getting great traction in mainstream media because of her independence and that adds value to what we do with her. It's all of this plus the ease of working with Sarah which means that we see The Travel Expert as part of our marketing mix going forward."



## COLLABORATIONS



TRAVELREPUBLIC



newstalk  
106-108FM

RTE



APPLEBY

thejournal.ie

Independent.ie



alpharooms.com

HAYES & JARVIS  
Let's talk holidays



Tropical Sky  
Luxury Holidays to Tropical Places



XPOSE  
Ultimate Weddings



worldchoice

CRYSTAL  
SKI HOLIDAYS

irish  
travel  
TRADE NEWS

THE  
IRISH  
TIMES



Falcon



multitrip.com

Topflight

Attraction  
Tickets  
...Add Happiness



The Travel Expert 

