



# MEDIA PACK 2020

## ABOUT SARAH

Sarah Slattery worked in the Irish travel industry for 24 years before starting her travel website, [TheTravelExpert.ie](http://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 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**

## GET IN TOUCH

- Email: [sarah@thetravelexpert.ie](mailto:sarah@thetravelexpert.ie)
- Call: +353 (0) 87 243 6659
- Visit: [www.thetravelexpert.ie](http://www.thetravelexpert.ie)

## STATISTICS

### WEBSITE

100,000 MONTHLY VISITS

70% WOMEN

73% AGE 25-54

### PODCAST



[THE TRAVEL PODCAST](#)

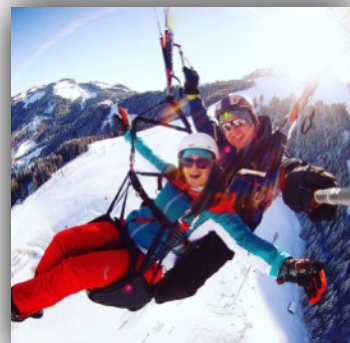
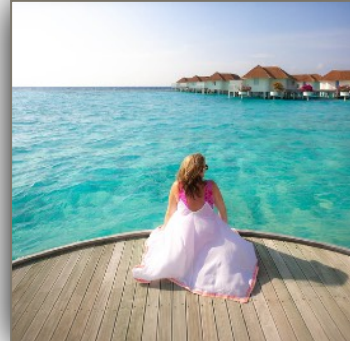
### SOCIAL MEDIA

35,000+ [FACEBOOK](#)

7,400+ [INSTAGRAM](#)

2,200+ [TWITTER](#)

8,000+ [SUBSCRIBERS](#)



## TESTIMONIALS

Clem Walshe,  
Managing Director  
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  
Click&Go

"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."

## CLIENT COLLABORATIONS

