



Media Pack 2021

ABOUT SARAH

Sarah Slattery worked in the Irish travel industry for 24 years before starting her travel website, TheTravelExpert.ie in 2014. Sarah features regularly on national radio stations including RTE, Newstalk TodayFM and has been featured as a travel expert on TV3 and RTE television.

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 via her website and social media platforms.

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
- Call: +353 (0) 87 243 6659
- Visit: www.thetravelexpert.ie

STATISTICS

WEBSITE

- 120,000+ MONTHLY VISITS
- 72% WOMEN
- 70% IRELAND
- 87% IRELAND & UK
- 63% AGE 25-54

SOCIAL MEDIA

- 42K+ [FACEBOOK](#)
- 16K+ [INSTAGRAM](#)
- 3K+ [TWITTER](#)
- 10K+ [SUBSCRIBERS](#)



[THE TRAVEL PODCAST](#)



CLIENT TESTIMONIALS

Maggie Ruane, Head of Sales & Marketing, Breaffy House Resort

"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."

Clem Walshe, Managing Director - LocalMarketing.ie

"The Travel Expert continues to provide valuable travel insights and information for consumers as well as being a cost effective platform for major travel 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

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1 review



★★★★★ 4 weeks ago

Positive: Professionalism, Quality, Responsiveness, Value

A fantastic website and resource to use. Really informative, well laid out website with excellent content. Have booked through this website and had fantastic experience- highly recommend!



Local Guide · 102 reviews · 36 photos



★★★★★ 4 weeks ago

Positive: Professionalism

I love receiving Sarah's emails every week! There is something for everyone-family breaks, staycations, luxury travel, solo trips and nuggets of advice about all things travel. Sarah is not just selling on deals, she really researches what is contained on her website. One of our best (& cheapest!) holidays was through The Travel Expert to Corfu. We never would have booked the place but thoroughly enjoyed the holiday for what we paid. I always use The Travel Expert website before I book a trip!



1 review



★★★★★ a month ago

Positive: Professionalism

Really relevant up to date reviews and offers particularly in these Covid times. Also good to see a huge number of the destinations are personally reviewed.

M

23 reviews



★★★★★ 4 weeks ago

Positive: Professionalism, Quality

Love Sarah's travel info , its obvious she has done her homework, good quality places always listed in s very professional and informative way.

G

2 reviews



★★★★★ a month ago

Positive: Professionalism, Quality, Responsiveness, Value

Always enjoy the posts and emails and advice from The Travel Expert. Great tips and great value.

CLIENTS I HAVE PARTNERED WITH...

