MEDIA PACK 2026

TheTravelExpert.ie is one of Ireland's most trusted and influential online travel platforms. Over the past 12 years, the company has expanded significantly, building a strong reputation for expert-led travel content and broad digital reach. This growth was recently recognised with the award for Best Online Travel Platform at the Irish Enterprise Awards.

The Travel Expert is owned and managed by Sarah Slattery, a travel industry professional with over 30 years experience. Under her leadership, the platform has become a recognised authority in Irish travel media, contributing expert commentary across national radio and television, including weekly travel segments on Today FM and Classic Hits Radio. Sarah was also voted one of Ireland's top travel influencers by readers of the Irish Independent.

The company collaborates closely with leading travel brands, promoting destinations, hotels, and travel deals to Irish consumers through TheTravelExpert.ie, its social media channels, and newsletter, delivering meaningful reach, engagement, and influence.

Statistics

WEBSITE VISITOR PROFILE

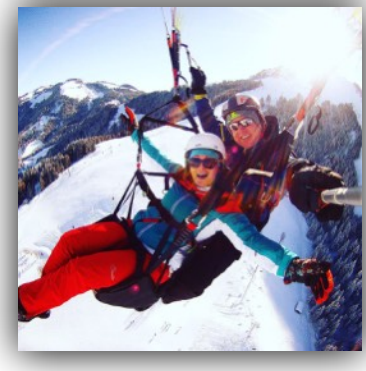
350,000+	MONTHLY PAGE VIEWS
67%	WOMEN
75%	IRELAND & UK

INSTAGRAM VISITOR PROFILE

88%	IRISH
90%	WOMEN
71%	AGE 35-54

SOCIAL MEDIA

100K+	INSTAGRAM
65K+	FACEBOOK
12K+	TIKTOK
36K+	EMAIL SUBSCRIBERS



Media Appearances

Achievements

Winner Best Online Travel Platform 2024 - **Irish Enterprise Awards 2024**

Two time finalist **Eir Spider Awards**

Finalist **Accenture Digital Media Awards**

Two Time Runner Up as Ireland's Top Travel Influencer

Visited **50+** Countries

Get in touch

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Some Clients I have partnered with...

Aer Lingus · RTÉ · CAIRN · Disney+ · avios · QATAR AIRWAYS · AA · Avonmore · CLAYTON HOTELS · SELECT Hotels of Ireland · Sunway · SIMPLY MALDIVES · UNIVERSAL · AIB · ESPAÑA · AMERICAN HOLIDAYS Possibilities Unlimited. · Carzone · Attraction Tickets.com · TODAY fm · PRINCESS CRUISES · Ireland West Airport · Slieve Russell Hotel · TOURAMERICA.ie · EPIC The Irish Emigration Museum · Fáilte Ireland National Tourism Development Authority · #VisitCzechia · Wicklow · New Jersey · multitrip.com · TRAVELMARVEL Travel More · Kilkenny · SuperValu · PAMELA SCOTT · Travel Department Let's see more... · shannon AIRPORT making it easy · Tropical Sky · The Soundtrack of America MADE IN TENNESSEE

Client Testimonials

“Island Marketing hosted Sarah on a media trip to Kuramathi Island Maldives. Throughout our stay, I found Sarah to be very professional, rolling out daily content via her Social Media pages, and on her return Sarah sent an ezine to her subscribers and hosted a Q&A on her Instagram page. We received a diversity of bookings from Families to Honeymooners as well as anniversaries and special birthday celebrations. We found Sarah's work and professionalism to be outstanding and would not hesitate to work with Sarah again in the future.”

Brian McCarthy, Managing Director, Island Marketing

“Sarah is the most experienced and knowledgeable Travel Professional I know. When she agrees to travel and review a hotel or destination, she puts her heart and soul into it, by delivering great insights, she goes above and beyond in her coverage and descriptions.
I also worked with Sarah on paid campaigns. The traffic she drives and the bookings she creates are fantastic. She has curated amazing, trusted content over the years and her followers respect and believe in her recommendations.”

Olivia Cannon, Managing Director, Cannon Consulting

“We partnered with Sarah who acted as a spokesperson for Further Space, and it was one of our most successful campaigns to date. The Irish market really value her expertise and trust that her content is authentic.”

Claire Rutherford, Marketing Director, Further Space

Google Reviews

Jenny Shaw
3 reviews
★★★★★ 2 weeks ago NEW

Fantastic travel guides. Sarah gives trustworthy and unbiased advise. I now rarely book anything without checking her reviews!

Mary Mar
★★★★★ 4 weeks ago

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

colette wallace
Local Guide · 101 reviews · 33 photos
★★★★★ 3 months ago

Sarah, The Travel Expert gives all the best tips, travel advice and amazing offers. Sarah puts in so much hard work and I really look forward to her newsletters each week. It's like reading my favourite magazine, glossy photos and all. I would happily pay a small yearly subscription for this fantastic service but I'm so glad it is free. Keep up the good work Sarah 👏🙌