



MEDIA PACK 2025

ABOUT SARAH

Sarah Slattery worked in the Irish travel industry for 24 years before launching TheTravelExpert.ie in 2014.

The company has grown extensively over the past 10 years, and was recently awarded Best Online Travel Platform in the 2024 Irish Enterprise Awards. Sarah has a weekly travel slot on Today FM and Classic Hits Radio, features regularly on national radio stations including RTE and Newstalk, and has been featured as a travel expert on TV3 and RTE television.

Sarah has been published by both national and international media outlets and has been voted as one of Ireland's top travel influencers by the readers of the Irish Independent.

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 to her 140,000+ social media followers.



STATISTICS



WEBSITE VISITOR PROFILE

300,000+	MONTHLY PAGE VIEWS
72%	WOMEN
70%	IRELAND
87%	IRELAND & UK
63%	AGE 25-54

SOCIAL MEDIA

	91K+	INSTAGRAM
	54K+	FACEBOOK
	4K+	'X'
	32K+	SUBSCRIBERS

INSTAGRAM VISITOR PROFILE

89%	IRISH
91%	WOMEN
70%	AGE 35-54

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 by Irish Independent

Visited **50+** Countries

GET IN TOUCH

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Call: +353 (0) 87 243 6659

Visit: www.thetravelexpert.ie

SOME CLIENTS I HAVE PARTNERED WITH...



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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



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 🍷👏