

# Ireland Family Vacations



## ABOUT THE WEBSITE

Ireland Family Vacations is the only online resource dedicated to group and family travel in Ireland.

Ireland Family Vacations ranks #1 for multiple high-volume Ireland search terms, and with a

bounce rate under 15%, multiple pages viewed per session, and a user return rate of nearly 50%, more readers choose Ireland Family Vacations for their Ireland travel advice than any other online resource - including Trip Advisor and Ireland.com!

**Pageviews/mo: 48,942**

**UMVs: 26,474**



**132,336**



**2767**



**7875**



**3459**



**440**

*Date Update:  
4/1/2022*



## ABOUT JODY HALSTED

**Publisher | Podcaster | Travel Journalist**

Jody has been exploring Ireland for over two decades, visiting multiple times each year.

She and her family love discovering places most tourists have never heard of and sharing those spots to help her readers and listeners make the most of their Ireland vacation.

Jody has won awards for her Ireland travel content:

Planning the Ireland Vacation of Your Dreams (Bronze, Book category, NATJA, 2017)

Traveling in Ireland Podcast featuring Neil Jackman (1st Place digital category, MTJA, 2017)

Ireland Family Vacations (1st Place website/blog category, MTJA 2018)

# THE READERS

## WHO THEY ARE

96%

of readers are planning a trip to Ireland  
in the next 6 months to 5 years

## READERS

- 21% of readers are 25-34
- 19% are 35-44
- 18% are 45-54
- 16% are 55-64
- 15% are 65+
- 11% are 18-24

55%

of readers are women

45% of readers are men

## WHAT THEY LIKE

Ireland Family Vacations readers want usable advice for their Ireland travels

- Ireland Vacation Clothing
- How to Rent a Car in Ireland
- Using a Mobile Phone in Ireland
- Dublin Airport Tips
- Hiring a Driver Guide in Ireland
- Ireland Vacation Itineraries
- Best Time to Visit Ireland



### International

Top referring countries are the United States, China, Canada, Australia, United Kingdom, France, Ireland, Germany, and Japan.



### Planners

Most visitors begin planning their Ireland vacation at least 12 months in advance of their visit.



### Trusted Info

Because Ireland Family Vacations shares knowledge (*not opinion*) readers trust my recommendations. IFV has sold over \$400,000 in car rentals, accommodations, mobile wifi & driver led tours in Q1 2022.



I want to tell you how thankful I am to you for your itinerary. This trip was a dream come true. We saw everything we wanted to see and then some. We were never overwhelmed. We embraced every moment. Every day was an adventure. Best vacation ever!



- Cindy Snow

# OPPORTUNITIES

## ADVERTISING

Available on the website, in the monthly Traveling in Ireland newsletter, weekly Ireland Inbox email, and on the Traveling in Ireland podcast.

Please email for rates and packages.

## PARTNERSHIPS

### Destination Marketing Campaigns:

Highlight your Irish destination or business to travelers who are planning their Ireland vacations by hosting Jody during her Ireland adventures.

**Podcast Promotion:** Join Jody on the Traveling in Ireland Podcast as a featured guest.

**Advertising:** Available on the website, newsletter, email, and podcast.

**Affiliate Marketing:** Let Jody book her readers into your accommodation, tour, or attraction.

**Deals & Discounts:** Work with Jody to get your business in front of people who are actively planning their Ireland vacation!

## TRAVELING IN IRELAND PODCAST

**89%**  
impactful plays

## International Audience

United States

Ireland

Canada

Japan

Germany

Australia

United Kingdom

+ 115 more

**Listen on** Apple Podcast, Stitcher, Spotify, Amazon Music, Ireland Family Vacations & more



Thank you for all your wonderful, thoughtful tips from your podcast. I wanted to thank you for taking the time to put your podcast together. Between your wonderful guests and all of the suggestions you have are just perfect.

- Lisa Allis



## CURRENT PARTNERS



## LET'S TALK!

I can't wait to bring travelers to your Irish business! Email me!

[Jody@IrelandFamilyVacations.com](mailto:Jody@IrelandFamilyVacations.com)