

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 20%, multiple pages viewed per session, and a user return rate of nearly 50%, more readers choose Ireland Family Vacations for their Ireland travel information than any other online website - including Trip Advisor and Ireland.com!

Pageviews/mo: 48,942

UMVs: 26,474

Email Subscribers: 2816



8200



2342



6184



282



2276

*Date Update:
3/25/2020*



ABOUT JODY HALSTED

Publisher | Podcaster | Award Winning Writer

Jody has been exploring Ireland for nearly 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 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

29% of readers are 25-34

19% are 55-64

17% are 45-54

17% are 35-44

13% are 65+

5% are 18-24

53%

of readers are women

47% 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
- How to Plan First Ireland Vacation
- Ireland Vacation Itineraries
- Best Time to Visit Ireland



International

Top referring countries are the United States, Ireland, Canada, United Kingdom, Australia, India, Germany, South Africa, and France.



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 sold over \$750,000 in car rentals, accommodations, mobile wifi & tours in 2019.



Your website helped us a great deal on our trip --many details we learned from you. Just wanted to say a word of thanks for your insights on the blog and podcasts.



- Tray Hunley

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.

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.

Writing Services: Jody knows what information tourists want! Hire Jody to create itineraries & travel guides or to write content for your tourism guide or website.

A TRUSTED IRELAND RESOURCE

Ireland Family Vacations reaches more Ireland travelers than other popular resources- including Trip Advisor & Ireland.com.

	Domain	Visibility		Estimated Traffic	
		Mar 25	Diff	Mar 25	Diff
1.	irelandfamilyvacations.com		↑3.23	87.70	↑21.52
1.	irelandfamilyvacations.com		↑3.23	87.70	↑21.52
2.	tripadvisor.com <small>Set as competitor</small>		↑0.79	22.53	↑4.46
3.	ricksteves.com <small>Set as competitor</small>		↓1.79	136.37	↓-3.82
4.	tripsavvy.com <small>Set as competitor</small>		0.00	38.99	↓-0.17
5.	autoeurope.com <small>Set as competitor</small>		↓0.99	49.82	↓-4.70
6.	shershegoes.com <small>Set as competitor</small>		↑1.12	244.39	↑1.52
7.	ontheworldmap.com <small>Set as competitor</small>		0.00	28.15	0
8.	tortugabackpacks.com <small>Set as competitor</small>		0.00	6.07	0
9.	adventuresbydisney.com <small>Set as competitor</small>		0.00	2.23	0
10.	wikipedia.org <small>Set as competitor</small>		↑0.40	27.62	↑25.65

Data via SEMrush based on keyword visibility

💡 Thank you so much from my 70 year old parents down to my 4 year old wild man for helping make this such a fantastic family trip!! 💡

- Kyle Heather

CURRENT PARTNERS



LET'S TALK!

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

Jody@IrelandFamilyVacations.com