

THE INDIE TRIPPER

Travel | Culture | Food



About me

I'm Karyn and I'm a published travel writer, photographer and blogger.

About the blog

The Indie Tripper is a love letter to the joys of independent travel. Launched in 2019, it has a particular focus on food, cultural experiences and off-the-radar locations in Ireland and Europe. It includes recommendations on unique, independent & boutique accommodation.

Its appeal? Articles, guides & high-quality photography which tell stories of the featured places. Which paint a picture of the everyday scenes, the people, the culture, the buildings and the food. Which give readers an inside glimpse into a different world.

Travellers can rely on trustworthy recommendations in an engaging conversational style, the result of meticulous research, planning and astute observations.



● Based in Dublin, Ireland



2019: The Indie Tripper



Ireland, Denmark,
France, Italy,
Netherlands, Portugal,
Spain & UK,



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Blog Statistics

The Indie Tripper has seen a massive growth in engagement in the past 12 months with a **262%** increase in site visits, and a **257%** increase in unique visitors. **82%** of sessions come from organic search through Google. The site holds the **#1 SEO** ranking for city guides including Lyon, Carcassonne, Mantua and Ferrara, and has first-page ranking for other alternative destinations in both Ireland and Europe

Audience



Ireland	25%
UK	21%
Europe	17%
USA	16.5%
Australia	5.4%
Canada	3.6%
Rest of world	11.5

7.8K

Monthly page views

5.5K

Monthly unique visitors

228K

Monthly impressions



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Social Media



@theindietripper



Audience

58.8%

Female

41.2%

Male

31% are aged 35-44
29% are aged 45-54



Ireland	36.4%
UK	21.8%
USA	6.3%
Italy	3.3%
France	1.8%

Instagram

2.5K

Followers

17K

Monthly reach

75.5%

Female

24.5%

Male

29% are aged 35-44
36% are aged 45-54

Audience

Ireland	85.6%
UK	4.3%
USA	2.9%
Australia	1.2%
France	1%

Facebook

907

Followers

6.5K

Monthly reach



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What can I do for you?

Partnering with The Indie Tripper can give your brand access to a discerning international audience of passionate travelers.

Demographic: time-pressed individuals with an interest in authentic and culturally enlightening travel experiences. Prioritize unique, independent & boutique accommodation.

Services & Collaborative Opportunities

- Press trips & reviews
- Photography & copy writing
- Guest writing or blogging
- Affiliate marketing
- Sponsored content and brand partnerships which align with the ethos and values of The Indie Tripper

Rates

Specific services are quoted on a case-by-case basis

Pricing details and a rate card for all collaborations available on request.

