

# 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 travel blog for independent spirits and curious minds. 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 and high-quality photography which showcase a wide range of authentic travel destinations to take the reader beyond the usual tourist experience.

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



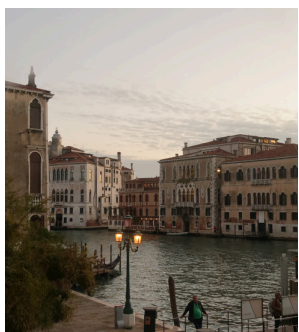
Based in Dublin, Ireland



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

2.4K

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

911

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.

