

Carlingford
15th April

Ireland's
No.1 Travel
Club

RORY'S
travel club

Trustpilot
★★★★★

Dundalk Chamber
Advancing business together

**The Power of Social Media,
Email Marketing &
Authenticity**

Scan to Join



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**Have You Heard of
Rory's Travel Club?**

Are You A Member?

RORY'S
travel club

Ireland's No.1 Travel
Club

Trustpilot
★★★★★

Scan to
Join



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Who is Rory?

I am originally from Downpatrick, County Down.

Growing up I had a keen interest in sport. I represented Down GAA at under age and I also played soccer for Glentoran. My goal was to become a PE teacher!

I studied Sport Science at University. Since then I have spent majority of the last 15 years living abroad and travelling all over the world. I've now travelled to over 70 countries and my number 1 goal in life is to visit every country in the world!

I have lived in New York, Canada, New Zealand, Fiji, Denmark, Cyprus & I am now happy to call Belfast HOME.



The face and founder of
Rory's Travel Club!



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Motivation for starting Rory's Travel Club

I previously worked in Dublin for a company headquartered in France, where I was surprised to learn they took a 30% commission on local hotel bookings. It struck me as an unsustainable model - one that took significant value out of the local economy.

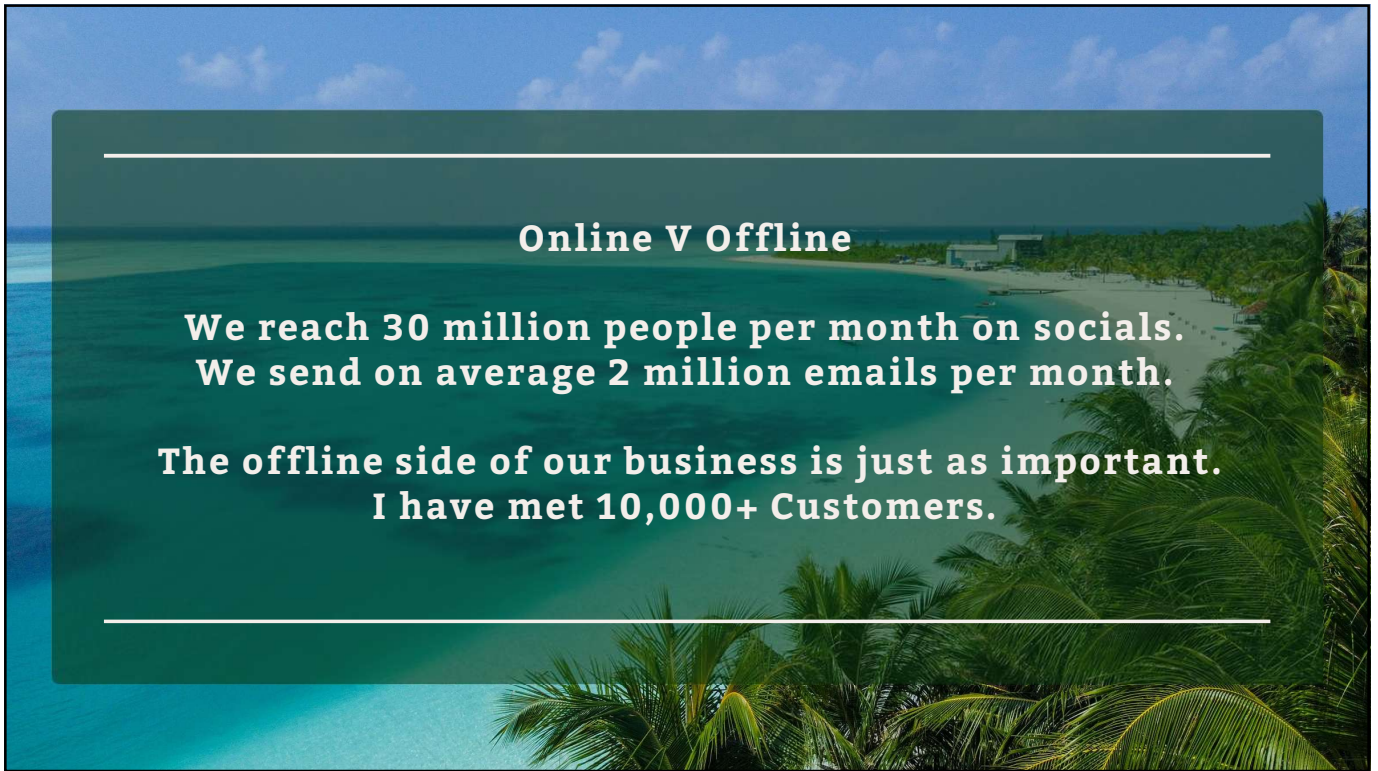
This inspired me to launch Rory's Travel Club, with the goal of keeping more money in the hands of local communities. Our approach ensures better value for consumers, allows hotels to retain their full earnings, and keeps that 30% commission circulating within the local economy.

Our motto is simple: Book just one trip a year and you'll save far more than our €12 annual fee.

What began as a simple idea has grown exponentially. In addition to exclusive hotel deals, we now offer members discounted access to attractions and international holidays. We also facilitate over 150 group trips per year - a new part to our business, which I'll expand on shortly.



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Why Social Media Matters

- Followers = future customers
- Primary driver of brand awareness
- Instant access to an engaged audience
- Owned audience reduces ad spend
- Visibility builds trust
- Trust drives sales

Social media is a business asset, not a hobby.



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“If you can get 1 customer you can get 10
If you can get 10 customers you can get 100
If you can get 100 customer you can get 1000
If you can get 1000 customer you can get 10,000
If you can get 10,000 customer you can get 100,000
If you can get 100,000 customer you can get 1 million!”

- Rich Barton, Expedia Founder

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Tips for Social Media Growth

Content That Drives Growth

Focus on:

- Useful / educational posts
- Behind-the-scenes content
- Customer stories & testimonials
- Short-form video (Reels)
- Strong, clear opinions



Value attracts followers.

Consistency Builds Momentum

- 3-4 quality posts weekly
- Daily stories create familiarity
- Repeat key messages
- Stay visually consistent
- Keep up to date with trends
- Actively engage with audience

Growth compounds over time.



Leverage UGC

- Leverage User-Generated Content (UGC)
- Repost customer experiences
- Encourage tagging
- Showcase reviews
- Highlight real people & genuine moments

Authenticity outperforms polished ads.



Collaborations Are Key

- Collaborate with local businesses
- Tag relevant accounts
- Engage before you post
- Comment with intent
- More touchpoints = more discovery.



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Turn Followers Into Revenue

- Clear call-to-actions
- Strong bio & link strategy
- Capture emails
- Promote clear offers

Followers mean nothing without customers.



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Email Marketing

**Email marketing is not dead.
Bad Email marketing is dead.**

**We average 65-70% open rates on our
emails and have driven millions of
Pounds/Euros in bookings!**

We use Active Campaign for our emails.

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Why use Email Marketing?

- 01** Cost effective
- 02** Ownership - you own your email list
- 03** Create FOMO - drive sales
- 04** Measurable - monitor open rates, click rates etc.
- 05** Email is personal
- 06** Help launch new products/services
- 07** Easy to reach a large audience
- 08** Accessible - ability to reach across all devices



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Data is Key to Every Decision We Make...



| Newsletter | Sent | Revenue | Opens and Clicks |
|---|--------|-------------|--|
| Paid Newsletter #754 Golf Club Special Sent about 2 days ago | 225670 | £ 808,498 | Opens: <div style="width: 100%; height: 10px; background-color: #2196F3;"></div> Clicks: <div style="width: 10%; height: 10px; background-color: #2196F3;"></div> |
| Paid Newsletter #753 Sent about 3 days ago | 225543 | £ 1,000,368 | Opens: <div style="width: 100%; height: 10px; background-color: #2196F3;"></div> Clicks: <div style="width: 10%; height: 10px; background-color: #2196F3;"></div> |
| Hotel Of The Week - Lough Rynn Castle & Spa Sent about 4 days ago | 225332 | £ 2,020,189 | Opens: <div style="width: 100%; height: 10px; background-color: #2196F3;"></div> Clicks: <div style="width: 10%; height: 10px; background-color: #2196F3;"></div> |
| Group Trips #144 Sent about 6 days ago | 30027 | £ 33,000 | Opens: <div style="width: 100%; height: 10px; background-color: #2196F3;"></div> Clicks: <div style="width: 10%; height: 10px; background-color: #2196F3;"></div> |
| BONUS Group Trips #143 Sent about 1 week ago | 29861 | £ 12,000 | Opens: <div style="width: 100%; height: 10px; background-color: #2196F3;"></div> Clicks: <div style="width: 10%; height: 10px; background-color: #2196F3;"></div> |
| Paid Newsletter #752 Sent about 1 week ago | 224067 | £ 27,000 | Opens: <div style="width: 100%; height: 10px; background-color: #2196F3;"></div> Clicks: <div style="width: 10%; height: 10px; background-color: #2196F3;"></div> |
| Group Trips #142 | 29814 | £ 10,000 | Opens: <div style="width: 100%; height: 10px; background-color: #2196F3;"></div> Clicks: <div style="width: 10%; height: 10px; background-color: #2196F3;"></div> |

Paid Newsletter #555
Sent 16 Jun 2024 at 20:37 - 107,240 contacts
Timezone: London (GMT+1)

| | | |
|---------------|---------------|--------------|
| Opens | Clicks | Unsubscribes |
| 61.71% | 22.88% | 0.01% |

One Time

Paid Newsletter #554
Sent 12 Jun 2024 at 19:21 - 105,990 contacts
Timezone: London (GMT+1)

| | | |
|---------------|---------------|--------------|
| Opens | Clicks | Unsubscribes |
| 57.14% | 30.42% | 0.02% |

One Time

| Unique Clicks | Total Clicks |
|---------------|--------------|
| 1,121 | 1,401 |
| 1,067 | 1,281 |
| 1,296 | 1,569 |
| 4,720 | 5,629 |
| 3,317 | 4,084 |
| 3,411 | 4,017 |
| 2,896 | 3,796 |
| 3,305 | 4,407 |
| 1,328 | 1,574 |
| 4,431 | 5,421 |
| 1,470 | 1,780 |
| 1,165 | 1,445 |
| 7,744 | 10,836 |
| 2,386 | 2,987 |

107,040

Total Link Clicks (47.46%)

221,378

Total Opens/Reads

| | |
|---------|----------------------------------|
| 81,917 | Unique Link Clicks (36.23%) |
| 193,318 | Did Not Click Any Links (85.71%) |
| 3.52 | Avg. Recipients Per Link Click |

140,832

Unique Opens/Reads (57.80%)

96,100

Did Not Open/Read (42.20%)

1.70

Avg. Recipients Per Open/Read

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“Email marketing is the most powerful tool you can use to build relationships with customers and clients.” – Forbes

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Choosing the Correct Email Service Provider...

- | | |
|---------------------------------|----------------------------|
| 01 Deliverability | 05 Your strategy |
| 02 Required Features | 06 Security |
| 03 Reporting & Analytics | 07 Cost |
| 04 Integration | 08 Customer Support |



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THE WHY?



We want to offer our members exclusivity and added value by securing them special offers that they can't get elsewhere. Our goal is to save our members money, get our partners extra direct bookings while bringing people together to make memories.

BUILDING AN EMAIL DATABASE

THE HOW?



We've utilised our social media to build our membership base and in turn grow our mailing list. We share snippets and post teasers of our upcoming offers and trips to build excitement over what is going to be featured in our future emails.



THE RESULT



We are constantly striving to improve our service, make our emails more user friendly and keep our audience engaged. We value our members feedback and make changes accordingly. As a result we have built a reliable customer base which continues to grow.



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WHAT OUR EMAILS LOOK LIKE

BOOK YOUR NEXT TRIP!

In Today's Email We Have A Range Of Offers, Including:

- Calra Castle Hotel, Co. Cavan**
 - B&B & 9 Course Dinner
 - 2 Sharing from €275
- Disneyland Paris - 3 Nights, January 2027**
 - Flights, Luggage, Accommodation & Entry into Theme Parks
 - Family Prices from €475pp
 - Low Deposit Option
- 5* Carton House, Co. Kildare**
 - B&B, Bottle of Prosecco & Late Checkout
 - 1 Night Stay from €250 | 2 Night Stay from €470 (2 Sharing)
- Ella & Jo Skincare x RTC - Exclusive Travel Skincare Kit**
 - RTC Members Can Save Over 60% on 8 Travel Skincare Kit
 - RRP €126 | RTC Price €50 + FREE Shipping
- PortAventura - 6 Nights, August 2026**
 - Flights, Luggage, Accommodation & Park Tickets
 - From €585pp (based on 2 Adults & 2 Children)

8 MORE!

The Johnstown Estate Hotel
Co. Meath

Offer Valid Until May 31st 2026
B&B, Bottle of Prosecco & Late Check Out
Sun-Thurs from €165 | Fri from €175 | Sat from €109
(based on 2 Sharing)

[VIEW OFFER](#)

Irish Ferries - Wine Trip to Cherbourg
March 2026 | 2/4 Nights

Wine Tasting Mini Cruise to Cherbourg
Includes Mini Cruise, Car & Cabin onboard
Solo from €270 | 2SH from €389
3SH from €369 | 4SH from €428

[VIEW OFFER](#)

MOUNT WOLSELEY HOTEL
SPA & GOLF RESORT
TULLOW, CO. CARLOW

B&B, MAIN COURSE, BOTTLE OF PROSECCO, 30 MINUTE SPA TREATMENT & MORE
2 SHARING: €240 | SOLO: €160 | TRIPLE: €320

[OFFER DETAILS](#) [BOOKING INFO](#)

The renowned Wolseley Spa at Mount Wolseley Hotel, Spa & Golf Resort, Co. Carlow is an exquisite Countryside Spa, that offers a serene and idyllic escape from everyday pressures.

Offering the very best of Asian and European rituals including Swedish, Deep Tissue and Hotstone Massage, Exotic Wraps, Dry Floatation and Rasul. The Wolseley Spa offers the ultimate escape, with 16 spacious Treatment Rooms and an extensive list of specialist services. Each room specifically designed to reawaken your senses - illuminated only by warm candlelight and soft, calming music.

The Wolseley Spa is your very own luxurious haven to which you can escape from the pressures and stresses of everyday life. The Wolseley Spa uses World Renowned Dennis Skincare.

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Authenticity: RTC - Built on Trust

- **Transparent Pricing/Business Model builds trust**
 - Our membership fee is £10/€12
 - No hidden fees/extra costs
- **Honest Communication even when things go wrong**
- **Clear Positioning as a travel club/facilitator, not a Travel Agent**
- **Customer/Community first mindset in all decisions**



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Authenticity in Action

- Strong Trustpilot Reviews & Customer Feedback
- High Levels of Repeat Bookings & Membership Renewals
- Organic Growth driven by referrals & sharing social posts
- Highly engaged audience across all platforms


Authenticity outperforms polished ads.



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Why Authenticity Matters...

- Trust leads to repeat business & long term loyalty
- Word of Mouth becomes a key growth driver
- Stronger brand identity in a competitive market
- Customers are more understanding when things go wrong



Clarity builds trust.
Trust builds sales.

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Key Takeaways

- **Social Media** builds awareness & attracts new audiences
- **Email Marketing** converts interest into bookings/sales
- **Authenticity** ensures customers return & recommend
- **Together**, they create a sustainable growth model

REMEMBER



- You don't need a large marketing budget to grow
- Consistency, value & honesty are key
- Focus on building relationships, not just transactions

Build attention. Build trust. Build sales.

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**Any
Questions?**

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