



TWO FOR THE ROW'D

Ireland's Personality-Led Travel Couple

Est. July 2025 • Carlow, Ireland

www.twofortherowd.com

twofortherowd@gmail.com

TikTok / Facebook / YouTube: @twofortherowd

Instagram: @twofortherowd25

ABOUT US

Two for the Row'd is an Irish travel-media brand based in Carlow, founded in July 2025 by husband-and-wife duo **Nicola Rowan** and **Padraig Doyle**. Nicola holds a degree in Journalism and French, works as a French teacher, and presents the Power Surge rock classics show on Carlow FM. Padraig is a team leader with Bank of Ireland and host of the popular Carlow-based podcast *The How Is He?*.

Together we combine storytelling expertise, broadcast experience, humour, and genuine personality to bring destinations to life through short-form video reels. We are one of the very few Irish travel couples producing personality-led content — and our audiences keep coming back for it.

Our aim is simple: to inspire journeys people can actually take.

GROWTH & REACH — SINCE JULY 2025

305,000+

TOTAL VIEWS

140,000+

TikTok

69,000+

Facebook

55,000+

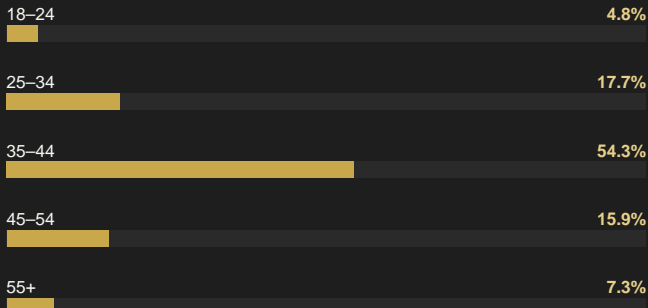
Instagram

41,000+

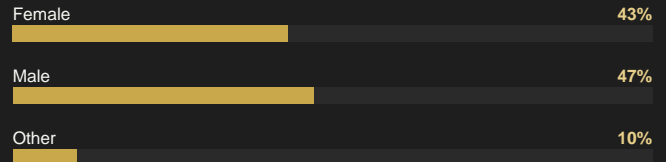
YouTube Shorts

AUDIENCE DEMOGRAPHICS

AGE — TIKTOK FOLLOWERS



GENDER — TIKTOK FOLLOWERS



TOP GEOGRAPHIES



* Age & gender based on TikTok follower data. Instagram & YouTube skew slightly younger, indicating broad cross-platform reach.

WHAT WE CREATE

Destination Reels

Short-form video showcasing Irish and European destinations — including lesser-known heritage sites, hidden gems, and local experiences.

Hotel Reviews

Honest, personality-led reviews of accommodation across Ireland and abroad — giving viewers the real picture before they book.

Brew for Two — Coffee Series

Our dedicated coffee series touring independent cafés around Ireland, celebrating local hospitality and helping viewers discover great spots.

Experiences & Events

Walking tours, cultural attractions, festivals, and adventure experiences — bringing destinations to life through what's on offer there.

Top Performing: Wild Alpaca Way · Christchurch Cathedral · The Original 1916 Rising Walking Tour **Tone:** Humorous · Relatable · Enthusiastic

PARTNERSHIPS & AFFILIATES

TourRadar	Official Brand Ambassadors for TourRadar, the global adventure travel marketplace — reflecting our credibility and ability to inspire audiences to explore.
Amazon Associates	Active affiliate partners with a proven positive track record, recommending travel gear and products our audience genuinely uses.
GetYourGuide	Affiliate partners promoting experiences and tours, with a demonstrated record of driving genuine travel intent and bookings.

WORK WITH US

We create premium short-form content for destinations, hospitality providers, festivals, tourism boards, and experience-driven businesses. Packages are priced on request and tailored to your audience, timeline, and goals.

One on-location destination reel (up to 30 sec). Posted across all platforms. Client tagged and credited.	Three themed reels — heritage, nature, food, accommodation. Shared across all platforms. Includes planning call and shot list.	Photography set for marketing Additional standalone reels Story / behind-the-scenes content Affiliate link integration Brew for Two coffee feature
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IDEAL PARTNERS

We work best with organisations that want to reach an engaged, travel-minded audience through authentic, personality-led content. If you want people to genuinely want to visit your location or experience — we're the right fit.

Tourism Boards & Local Authorities County councils, Fáilte Ireland initiatives, town & village promotions, heritage and cultural organisations.	Hotels, B&Bs; & Self-Catering Accommodation providers across Ireland and Europe looking to showcase their property to a travel-ready audience.
Restaurants, Cafés & Food Experiences Particularly through Brew for Two — ideal for independent cafés, artisan food producers, and dining experiences.	Festivals, Events & Attractions Cultural festivals, adventure activities, walking tours, heritage sites, and visitor experiences looking to drive footfall.
Travel Brands & Services Tour operators, booking platforms, travel gear brands, and experience providers — particularly those aligned with our affiliate partnerships.	

GET IN TOUCH

Website	www.twofortherowd.com	Email	twofortherowd@gmail.com
TikTok / FB / YT	@twofortherowd	Instagram	@twofortherowd25
Based in	Carlow, Ireland		

We don't just showcase places — we make people want to go there.