



# TWO FOR THE ROW'D

## ABOUT

Two for the Row'd is an Irish travel-media brand based in Carlow, set up in July 2025 and made up of the 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 radio 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, education, broadcast experience, humour, and personality to bring destinations to life.

We create short-form destination reels that make travel feel achievable, enjoyable, and spontaneous by showing real locations through honest, practical, and visually engaging content. Our videos are humorous, relatable, and enthusiastic — offering viewers an authentic perspective on the places we explore.

We are one of the very few Irish travel couples producing personality-led travel reels, and our content resonates with audiences who value genuine experiences, Irish wit, and a sense of discovery. Whether we're highlighting local heritage, exploring hidden gems, or showcasing European adventures, our aim is simple:

**To inspire journeys people can actually take.**

## GROWTH & REACH SINCE JULY 2025

142,000+ ACROSS TIKTOK, FACEBOOK,  
INSTAGRAM & YOUTUBE

- FACEBOOK: 45,900+ VIEWS
- TIKTOK: 52,000+ VIEWS
- INSTAGRAM: 25,200+ VIEWS
- YOUTUBE SHORTS: 19,122 VIEWS

## TONE

Humorous • relatable • enthusiastic

## TOP PERFORMING CONTENT:

- Wild Alpaca Way
- Christchurch Cathedral
- The Original 1916 Rising Walking Tour

# WHAT WE OFFER

We create premium short-form content for destinations, hospitality providers, festivals, and experience-driven businesses — content designed to turn curiosity into visits and locations into must-see experiences.

Our reels are designed to showcase places in a way that feels real, accessible, and irresistible — combining storytelling, humour, and strong visuals to spark genuine travel intent.

We are also Brand Ambassadors for TourRadar, the global adventure travel marketplace. This partnership reflects our credibility within the travel space and our ability to inspire audiences to explore destinations both in Ireland and abroad.

## SERVICE & RATES

Starter Reel Package	<b>€250:</b> ✓ One on-location destination reel (up to 30 seconds) ✓ Posted across Two for the Row'd platforms ✓ Client tagged and credited
Destination Campaign	<b>€900:</b> ✓ Three themed reels showcasing different elements of your location (e.g. heritage, nature, food, accommodation) ✓ Shared across all platforms ✓ Includes planning call and shot list development ✓ Ideal for seasonal campaigns, town promotion, or tourism initiatives
ADD-ONS	⊕ Photography set for marketing use — from €120 ⊕ Additional reels — €200 each ⊕ Story sequences or behind-the-scenes content ⊕ Affiliate link integration where suitable

*Packages can be tailored to suit audience goals, timelines, and promotional themes.*

## CONTACT US

Let's put your destination on the map.

✉ twofortherowd@gmail.com ↗

📺 TikTok / Facebook / YouTube: @twofortherowd ↗

📸 Instagram: @twofortherowd25 ↗

📍 Based in Carlow, Ireland



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