

Sarah Casey

Soul Stuff Adventures

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Sarah Casey founded Soul Stuff Adventures in January 2022 after recognising that many people were looking for more than travel — they were seeking connection, community, and opportunities to step outside their comfort zones.

A native of South Tipperary now based in Lahinch, Co. Clare, Sarah set up a social hiking group right after the Covid-19 pandemic. The enthusiastic response over the next two years transformed her hiking community into a curated travel and adventure business offering social day events, group adventure weekends in Ireland, and international holidays.

“The idea is to make travel easier, more meaningful and more social. I work with accommodation and activity providers, local cafés, saunas, hiking guides and other businesses across Ireland, as well as local guides and providers in international destinations, to provide the best possible experiences,” she says.

A primary school teacher for 13 years, Sarah says many of the skills she developed in the classroom — organisation, adaptability, logistics and managing group dynamics — now underpin her work. Her love of travel also helped shape the business, particularly her interest in researching destinations and creating itineraries that go beyond the standard holiday.

“We’re consistently selling out our trips and have waiting lists for international holidays. This year, we’ve got two or three Ireland events per month as well as running six international trips, including a ski trip Austria, a hiking trip in Wales, summer hiking trips in the Balkans, the Dolomites and Slovakia,” says Sarah.

Sarah credits ACORNS with helping her develop a more confident mindset as a business owner and to see Soul Stuff Adventures as more than a hiking group. “Being part of a group of supportive women who were all navigating the ups and downs of running a business was incredibly valuable,” she says.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.



An Roinn Talmhaíochta,
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