

Staycations NI

Northern Ireland's Staycation Guide

Connecting NI travellers with the best local stays

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ABOUT

Staycations NI is Northern Ireland's dedicated staycation platform, founded by Michelle Davis in June 2020. With over 20 years' experience in NI hospitality and tourism, Michelle has built the platform to showcase the unique stays and experiences across every county - and to connect an engaged, travel-ready audience directly with local accommodation providers.

Today, Staycations NI reaches 27,000+ followers across Facebook, Instagram and TikTok, operates a curated accommodation directory at staycationsni.co.uk and runs the Staycation Matchmaker- a unique concierge service pairing groups of 6+ with the perfect NI property.

REACH & AUDIENCE

27K+

Combined social following

12.4K

Facebook followers

12K

Instagram followers

901+

Posts published

6 yrs

Established 2020

NI

Hyper-local audience

20+ yrs

Hospitality expertise

100%

NI-focused content

AUDIENCE PROFILE

Who follows Staycations NI

Adults 25–54 planning NI breaks

Couples, families & friend groups

Hen party organisers (groups 6–20)

NI locals & diaspora returning home

Active bookers, not passive scrollers

What they're looking for

Genuine recommendations they can trust

Unique stays -hot tubs, lodges, sea views

Group-friendly self-catering in NI

Off-the-beaten-track unique stays

Direct, honest property reviews

WHAT STAYCATIONS NI OFFERS PARTNERS

Website directory

Featured listing on staycationsni.co.uk with photos, description & booking link

Social content

Dedicated Reels, TikToks, carousels and story mentions to your target audience

Blog features

SEO-optimised editorial reviews that drive search traffic long-term

Matchmaker referrals

Priority placement for group bookings of 6+ people

PARTNERSHIP PACKAGES

Listing partner

£200 / year

- Independent cottages, B&Bs, Airbnb hosts
- + Featured listing on staycationsni.co.uk
 - + Included in county guides, e- newsletter & blog posts
 - + **Monthly** social media post (FB + IG)
 - + **Property Enquiry** database
 - + Annual performance report

Featured partner · Most popular

£299 / year

- Lodges, glamping, boutique hotels
- + Everything in Listing, plus:
 - + Dedicated SEO blog feature
 - + 1x Reel + 1x TikTok video per year
 - + Monthly story mentions
 - + Priority placement
 - + Content rights for your own channels
 - + Quarterly performance report

Headline partner

£1,000 / year

- Hotels, large self-catering portfolios
- + Everything in Featured, plus:
 - + 2x social videos per year
 - + Sponsor a content series
 - + Homepage banner placement
 - + All hen party & group pitches
 - + Monthly reporting + 2 strategy calls

One-off campaign

£200–£500 per campaign

- New properties, seasonal promos
- + 1x stay visit + dedicated Reel or TikTok
 - + 1x dedicated blog post or carousel
 - + Full content rights included
 - + Great low-risk trial- many convert to annual partners after seeing results

Social Boost — Stand-Alone Package

£165 / 90-day campaign

Social-led package - the fastest route to direct bookings

- + 90-day social campaign (3 months)
- + 8 posts + 3 stories per channel (FB, IG, TikTok)
- + Reach across our combined 27,000+ audience
- + Featured in weekly ezine & 1 staycation guide
- + Built for properties who want socials driving enquiries, not just a listing

WHY PARTNER WITH STAYCATIONS NI?

Hyper-local audience

Every follower is NI-focused and actively planning breaks — not a general travel audience.

Trusted voice

6 years of honest, editorial-led content means the audience acts on recommendations.

Beyond the platforms

No per-booking commission. Direct exposure that supplements Airbnb and other listing sites.

Measurable results

Traffic reports, social reach data and Matchmaker placements you can track.

"I love Staycations NI! I've found so many wee places to stay that I would never have known about!"
— Staycations NI follower, 2026

Ready to reach Northern Ireland's staycation audience?

info@staycationsni.co.uk | staycationsni.co.uk | @staycationsni
DM on Instagram or email to discuss the right package for your property