



# Join Our Community

*#stayinthebush*

JULY 2023



# About Us

Grace Brennan founded Stay In The Bush In November 2019, a month after launching [Buy From The Bush](#). They both started during the worst drought on record as hashtags on Instagram and have grown from there.

Both platforms are about connecting the city with the bush. Stay In The Bush is aimed at inspiring people in the big cities to wander inland to explore, indulge, enjoy and invest in the future of rural communities.

We welcome diversity, quirks, and taking the road less travelled. We understand that every bush stay is unique in its offering. For some, it is beautifully styled interiors and magnificent architecture, for others it is the sharing of knowledge and authentic farm life. Whatever it is that you offer, we would love to hear your story & help you share it.

# Power of Our Platform



70,200

INSTAGRAM FOLLOWERS



12,000

FACEBOOK FOLLOWERS



4,918

AVG. MONTHLY VISITORS



10,900

EMAIL SUBSCRIBERS



40%

AVG. EMAIL OPEN RATE



3%

AVG. EMAIL CLICK-THROUGH



#stayinthebush

Source: Klaviyo - December 2022, Squarespace - March 2023



# Our Broader Audience

SITB Members may have the opportunity for cross-promotion to our Buy From The Bush platforms.



252K

INSTAGRAM FOLLOWERS



229K

FACEBOOK FOLLOWERS



60K

EMAIL SUBSCRIBERS



141K

WEB SESSIONS/MONTH



135K

UNIQUE VISITORS/MONTH



698

LINKEDIN FOLLOWERS



Sources: Google Analytics - November 2022, Meta & Klaviyo - March 2023





# Why Us?

We provide the opportunity to connect with an audience that's passionate about discovering & supporting the bush. We celebrate and showcase the beauty of your stay and region, in order to invest in the future of rural communities.



"We believe we share the same business vision and values as SITB, with living and working in the bush and providing a high end yet authentic stay that encompasses and supports local and Australian made and we feel so lucky to partner with an organisation like SITB! It has also been by far our most successful membership in regards to ROI. A MUST join if you have an accommodation business in a regional area!!!"

- **Hamish Keith**

SITB HOST, WILGA STATION

"I just wanted to say a HUGE thank you to the Stay In The Bush team for constantly supporting & promoting both our homes, Eldorado & Mister Munro. I love being a part of the brilliant SITB community. Knowing that behind the scenes are smart, motivated, passionate & hard working country women from the bush dedicated to supporting the bush - I'm 100% on board with that!! Thank you, thank you!!"

**- Elise Croker**

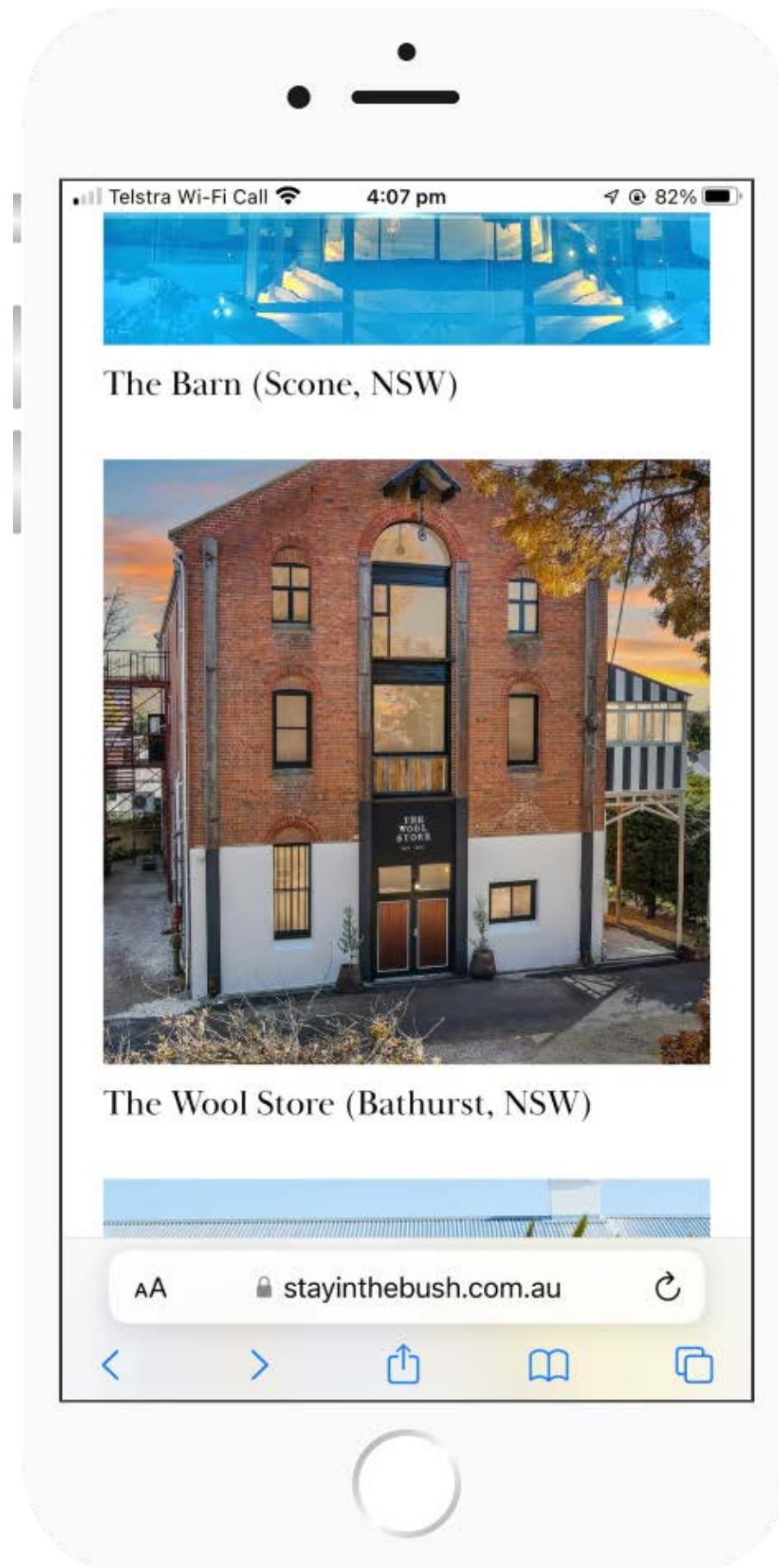
SITB HOST



An aerial photograph of a rural property. In the foreground, there is a dense forest of trees with yellowish-green foliage. In the middle ground, a modern house with a light blue roof and a wooden deck is visible. The house has large windows and a covered outdoor area. To the right of the house, there is a gravel area with some logs. In the background, there is a large green field with scattered trees and a smaller house in the distance. The overall scene is a mix of natural vegetation and built structures.

# The Subscription

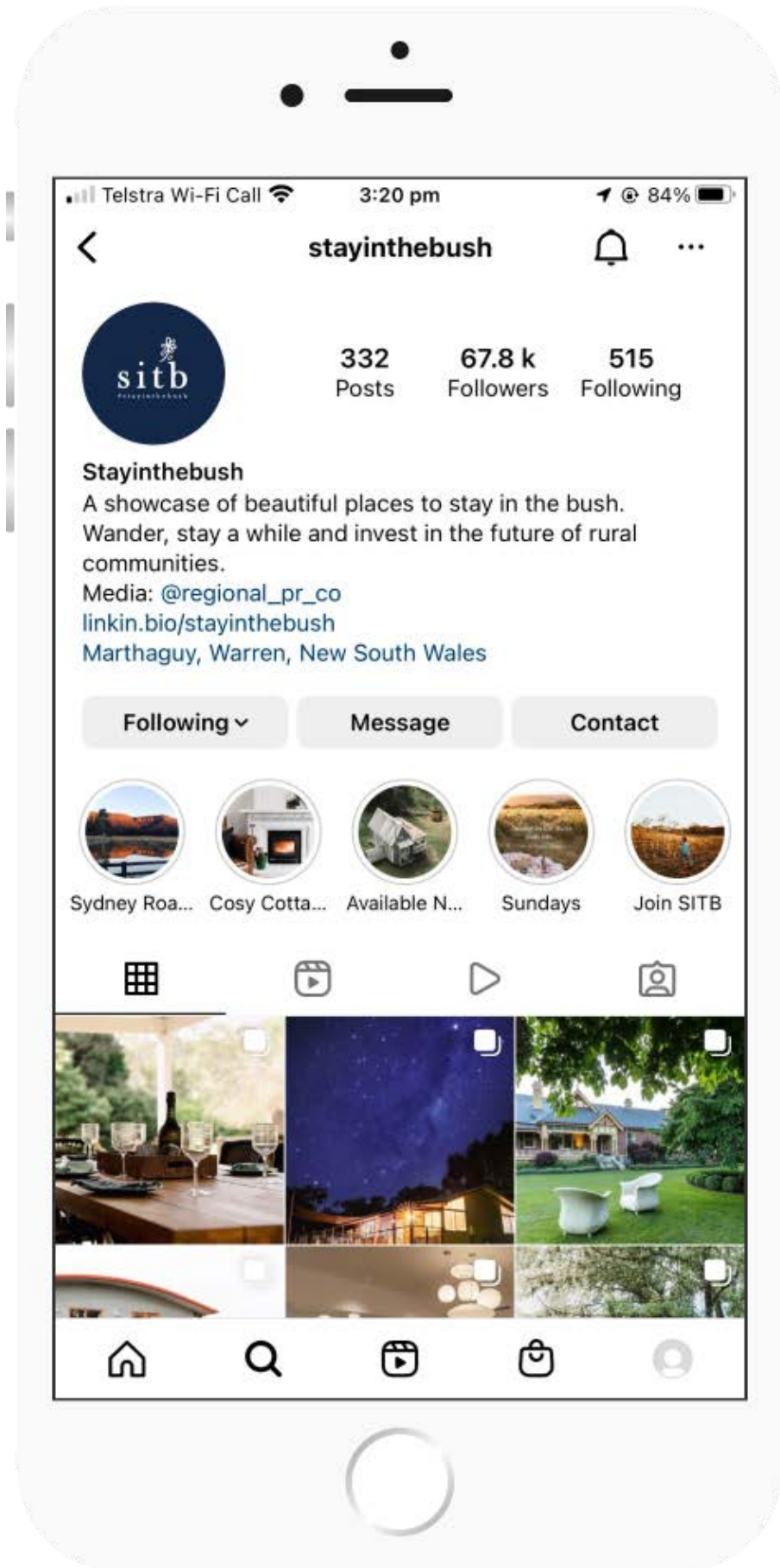




# Online Directory

CUSTOM PROPERTY LISTING ON [STAYINTHEBUSH.COM.AU](http://STAYINTHEBUSH.COM.AU)

- 'Book Your Stay' button direct to your booking platform
- Direct links to your social media profiles
- Customised profile including 10-12 images
- Appearance in 'similar listings'
- Added to all suitable categories for optimal search functionality & exposure



# Social Media

FEATURES ACROSS OUR SOCIAL MEDIA PLATFORMS

- Reach an audience who are keen to find the best bush stays
- Instagram & Facebook post tagging your business to 70k+ highly engaged followers
- Instagram & Facebook story tagging your business to 70k+ highly engaged followers



# Email Newsletters

FEATURES IN EDMS WHEN SUITABLE

- We send at least one email newsletter (EDM) per month, based on a theme or region
- They generally highlight 4-8 properties each
- EDMs are sent to an audience of 10,000+ subscribers
- Select EDMs are also sent to the BFTB audience of 60,000+ subscribers



# Bush News

FEATURES IN BLOG POSTS WHEN SUITABLE

- The Bush News blog is our platform to share inspiring bush content; including property features, Q&As, local guides and even bush recipes
- It's another opportunity for us to highlight the stunning properties that are a part of the SITB community
- Do you have an idea for a post that you'd like to contribute to? We'd love to hear from you!

# Media

Added to our PR database, your property will be offered to journalists requesting content ideas for print, media & digital publications.

**BuzzFeed** News Quizzes TV & Movies Videos Tasty Bloom Shopping

### 7. If you're looking to wander off the beaten track in Australia, you can always [Stay in the Bush](#).

stayinthebush Flinders Ranges [View Profile](#)

View more on Instagram

539 likes

Add a comment...

Instagram: @undefined

Have the urge to escape the city? Wanna head somewhere that's not totally packed with hoards of tourists? Then you should [Stay in the Bush](#) (yup, we're serious!). Find stays that satisfy your wanderlust, like this [family-owned sheep station](#) in Flinders Ranges in South Australia or this [eco-friendly, off-grid villa](#) in Kangaroo Island.

July 2022  
PayPal Canada via Buzzfeed

**VOGUE LIVING** EDITION AUSTRALIA

FASHION BEAUTY SHOPPING BRIDAL CULTURE CELEBRITY VOGUE LIVING MISS VOGUE VAEFNO

HOME / TRAVEL / NEWS

## It's time to #StayInTheBush

FRANCESCA WALLACE  
17 JUNE 2020

#StayInTheBush is the regional travel initiative every Australian needs to get on board with.

The Repose. Image credit: Stay In The Bush

June 2020  
Vogue Living

MELBOURNE **BROADSHEET** [JOIN ACCESS](#) [LOGIN](#)

ART & DESIGN | ENTERTAINMENT | FASHION | FOOD & DRINK | HOME & LIFESTYLE | THINGS TO DO | [TRAVEL](#) | CITY FILE | THE SHOP

## Stay in the Bush Is a New Online Destination Showcasing Beautiful Places to Stay in Rural Australia

Pretty farmhouses. Restored stone stables. A 100-year-old kiln that's been transformed into designer accommodation. This new Instagram account will help you plan a getaway that'll also supports rural communities.

YOU MAY ALSO LIKE

- Media Reports: Members-Only Hotel Soho House To Open Its First Australian Site in Sydney TRAVEL
- What To Do and Where To Eat and Drink in Narooma, a Serene Beachside Town on New South Wales's South Coast TRAVEL
- 24 Hours in Perth 2022 TRAVEL

March 2020  
Broadsheet



# Offerings

We'd love to have you join on a monthly or yearly subscription. The same inclusions are offered over each payment option.

**\$75**

/ MONTH + GST\*

or

**\$900**

/ YEAR + GST

\*minimum 6 month subscription. If you choose to cancel your subscription within the first 6 months, cancellation fees apply



Ready to join  
our community?

*Subscribe Here*

[help@stayinthebush.com.au](mailto:help@stayinthebush.com.au)