

The Stay Edit Media Kit 2025



South Australia's curated directory of stays
& experiences.

the stay
EDIT.

The Stay Edit is a curated collection of South Australia's boutique and luxury escapes and experiences — chosen not just for how they look, but for how they feel.

Each property and partner is handpicked for its design, detail, and individuality, creating a trusted selection that invites travellers to slow down, savour, and stay better.

This isn't just another directory. It's a destination in itself — because the right stay doesn't begin at check-in. It begins the moment you discover it.



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The Stay Edit website is launching soon, bringing South Australia's most beautiful stays and experiences together in one curated destination. Early partners featured in this first collection will form the foundation of the platform and receive priority visibility as part of the launch.

MISSION

The Stay Edit exists to:

- *Showcase stays and partners that embody design, detail, and atmosphere.*
- *Drive visibility and direct bookings without the overwhelm of generic platforms.*
- *Connect travellers to meaningful experiences — from private chefs to helicopters — that make their stay unforgettable.*
- *Build a trusted, boutique-focused platform where discovery feels as inspiring as the getaway itself.*



VISION

To redefine how travellers discover South Australia — through curated boutique stays and elevated experiences that feel better than home, and worth planning a trip around.

WHY THE STAY EDIT?

Travellers today are overwhelmed by choice, and properties are buried on platforms that don't reflect their value.

The Stay Edit was created as an antidote: a curated space where every stay and experience is chosen with intention, and presented in a way that feels editorial, not transactional.

*Because the right stay doesn't begin at check-in —
it begins the moment you discover it.*



115K
Average Views

1900
Current Followers

3K
Average Interactions

7%
Engagement Rate

INSTAGRAM

1,900+ engaged followers

Demographics: Women 28–54, primarily SA-based, design-conscious and experience-driven.

Behaviour: Save-worthy, share-worthy content that sparks direct bookings.

GENDER



82%
WOMAN



18%
MALE

AGE



25-34

35-44

45-64



TIKTOK

1,157+ engaged followers. Demographics: Women 28–44, primarily Australian-based.

Performance: 121k post views, 681 shares, 1,800+ profile views.

A curated, high-intent audience that books boutique stays and experiences.

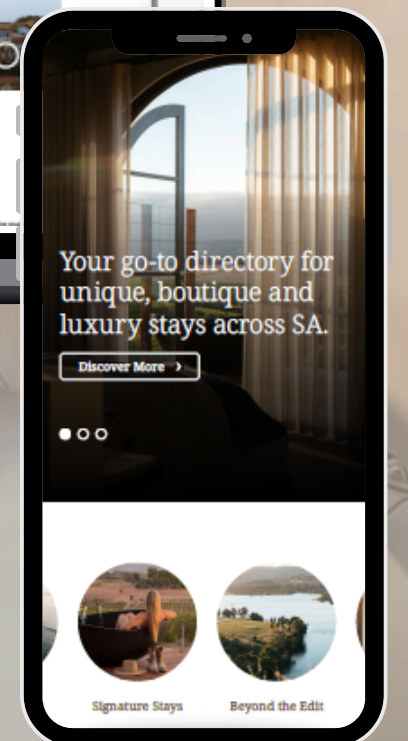
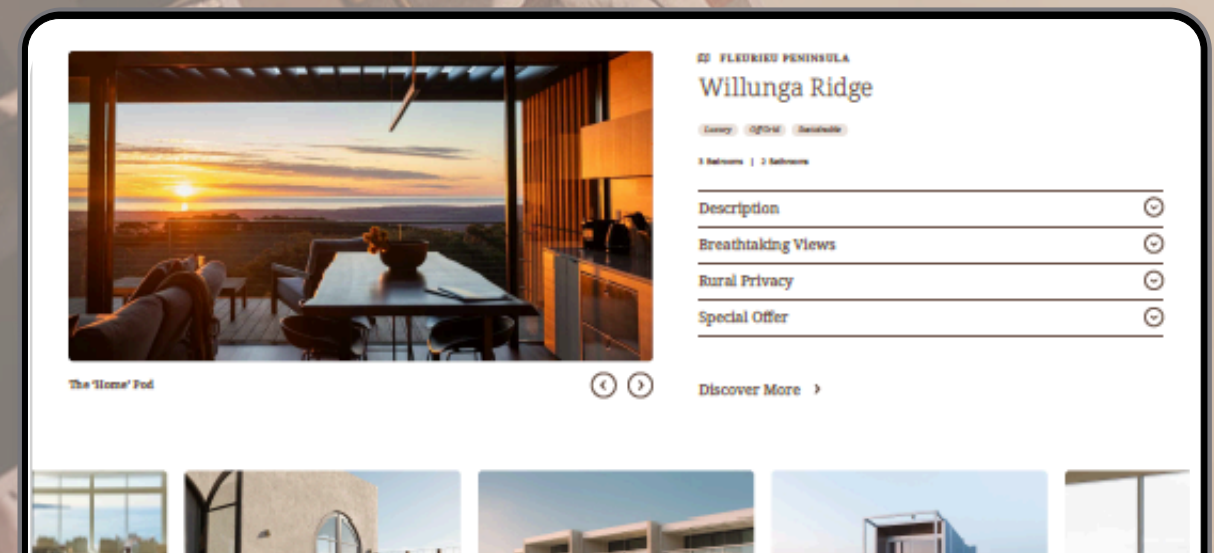
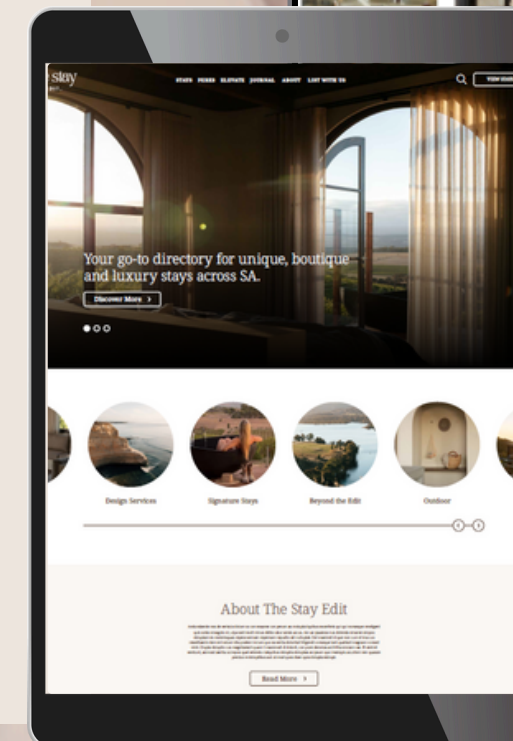
LISTINGS

Each stay or experience in The Edit is introduced with storytelling-style content designed to inspire travellers and drive direct bookings.

Over your 6-month feature, you'll receive:

- *Your Story, Curated* — a dedicated website listing with editorial copy and imagery to capture your property's or service's design and detail.
- *Social Launch + Ongoing Visibility* — a feature introduction across Instagram (feed + stories) and visibility boosts to keep your brand top of mind.
- *Optional Content Packages* — user-style content packages created for your stay or service, perfect for repurposing across your own channels.
- *Aligned Audience Access* — visibility in front of design-aware, experience-driven travellers actively seeking boutique stays and luxury experiences.
- *Seamless Direct Bookings* — Linktree placement driving guests directly to your booking page, tracked via UTM links.
- *Performance Insights* — quarterly reports on reach, clicks, and engagement — giving you clarity on how The Stay Edit is working for you.

Every listing in The Edit is more than a placement — it's a story.



WEBSITE SNEAK PEAK

the stay
EDIT.

3 SIMPLE STEPS

- Let's Chat — A quick call or message to see if your stay or service feels aligned with The Stay Edit ethos.
- Curated Setup — We refine your listing, copy, and visuals so it reflects your story and sits seamlessly within the brand.
- Feature Launch — Your listing goes live with the website launch, supported by a full social campaign and ongoing story visibility.



Let's chat about curating your listing into the Edit.

SOCIAL PROOF

Stats that Speak

Rare Earth Retreats: 86.3K views, 300+ clicks, 1,392 saves, bookings confirmed
Pod[e], Streaky Bay: 10.2K views, 160+ clicks, bookings confirmed
Pavilions: 22.9K views, 107 saves, 253 shares

Real Results

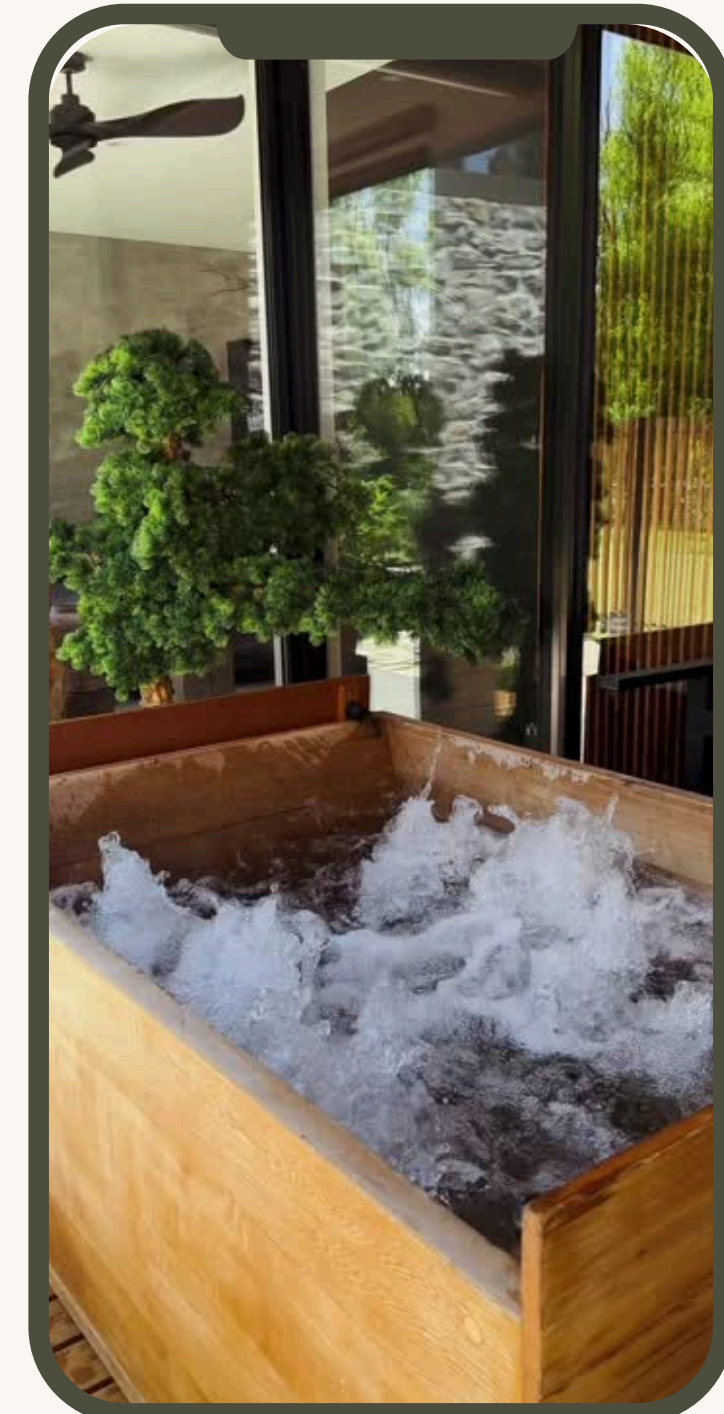
“We’ve already received bookings through The Stay Edit — highly recommend!” — Beresford Estate

Client Love

“Lisa is super easy to work with, really efficient and always clear with communication. The content has had great engagement — we’ve gained new followers and even seen it lead to new bookings, which has been amazing!” — Pod[e]



6.5K 136 23 78 24



5.4K 101 35 35 22

Where beautiful content meets measurable impact.



CONTACT

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EDIT.

Every Edit begins with a conversation — let's start yours.