

beyond
Beyond by
BartsBoekje.com
Barts Accommodations
2026 | 2027
by Barts Boekje



From chic city stays to hidden paradises, this guide brings you places where experience and comfort meet.

love.

The team of Barts Boekje and beyond



ONLY THE MOST UNIQUE STAYS ON OUR PLATFORM

Via Accommodations at Barts Boekje and Beyond by Barts Boekje (Bart Boekt), readers discover our handpicked selection of boutique hotels, cottages, and holiday homes and all sort of unique stays that we wholeheartedly recommend.

These are accommodations we confidently recommend, only places we'd happily stay ourselves. Over the years, Barts Boekje has grown into a trusted platform with a loyal following: many of our readers rely on our recommendations without hesitation, something we're (rightfully) proud of.

Beyond

Beyond (@beyond.bybb) is the younger team account of Barts Boekje on Instagram and Substack where we share the hottest must-visit spots and unique stays.

Your accommodation will be featured not just on our website, but also in an inspiring way on our Beyond Instagram (stories) and in a New Letter Special mentioning only your accommodation and your unique recommendations in the surrounding; like this, we get more interaction with our readers.

LET'S INSPIRE TOGETHER!

We'll create a dedicated page for your accommodation on our platform. Our design team will make sure everything that makes your place unique stands out beautifully. And of course, it wouldn't be Barts Boekje without our personal tips on the coziest bars and must-visit restaurants in the area.

Readers don't book directly through Barts Boekje, but are redirected to your own website, keeping revenue and customer service in your hands. The accommodation past last for a year and can be extended afterwards.

There's a perfect match for everyone, so we offer different packages that can easily be tailored to your needs. Prefer to be featured twice on socials? Or would you like us to visit and experience your gem firsthand (and capture it, too)? No problem – we're happy to think along with you!

- Readers don't book directly through our Accommodation page (Bart Boekt) — instead, they're redirected from our website **to your own booking page**. This way, both the payment flow and customer service stay fully in your hands.

- We provide a **ready-to-use form** to gather all the necessary information, taking as much work off your plate as possible. Based on that, we'll create a complete and easy-to-navigate page for your accommodation.

- In addition to your personal accommodation page, all **Bart Boekt** stays are featured on our Beyond Instagram account, in our newsletter, and on Facebook.

- You can choose (but don't have to) when the extra content goes live. For example, we can align it with your high or low season — giving you a boost exactly when you need it. Prefer to go all-in at once? Also totally fine.

- The collaboration runs for 1 year.

Renewing? That's possible for €950 per year for the basic package (2025 pricing).



1

The Basic

- 1 year **Barts Accommodations** page
- 1 x **Facebook** post
- 1 x dedicated 'uitgelicht' **newsletter** (30k readers, 55% + openings rate) (we will mention some quotes from you and some of your favorite hotspots or other tips in the area)
- 1 x **Instagram storyset** @beyond.bybb

1.250,- euro excl. VAT

2

The Basic + Social Ad Campaign

The Basic

+

Social Ads Campaign @beyond.bybb
(incl. 200 euros boost)

For extra visibility of your accommodation. We create the ads, set up the campaign, and monitor its performance. This price includes the advertising budget.

1.850,- euro excl. VAT

3

The Full Package

- 1 year **Barts Accommodations** page
- 1 x **Facebook** post
- 1 x dedicated 'uitgelicht' **newsletter** (30k readers, 55% + openingsrate)
- 1 x Instagram **storyset** @beyond.bybb
- 1 x dedicated 'uitgelicht' **newsletter** (30k readers, 55% + openings rate) (we will mention some quotes from you and some of your favorite hotspots or other tips in the area)
- 1 x **Social Ads Campaign** @beyond.bybb
- 1 x inclusion of a **listicle of choice**

2.650- euro excl. VAT

beyond

Social Ads Campaign information

- This can be in the form of stories, a reel or feedpost
- If you want, we can even make it a giveaway, this always increases engagement
- We boost the ad standard for 200 euros (out-of-pocket costs for us)

Vakantiehuis in Nederland, Lelid

Getaway Deluxe

Getaway Deluxe



De oprichters van Getaway Deluxe hebben een neus voor originele locaties, waardoor je gegarandeerd slaapt op een toffe plek in ons eigen hikkerland.

YOUR ACCOMMODATION
BARTSBOEKJE.COM

On the [Accommodations page](#) of [BartsBoekje.com](#), we only feature Bart-approved stays – places we wholeheartedly recommend to our readers without hesitation. The Bart Boekt annual partnership offers an exclusive spot on this page, including a dedicated listing in our signature Barts Boekje style – complete with a website link, photos, and contact details. And for extra exposure, we'll also share your page on our Facebook channel.

THE NUMBERS

ORGANIC: 3-5K
WITH SOCIAL AD: 6-8K

HOTSPOT ALERT



SAVE-FOR-LATER GUIDE

YOUR ACCOMMODATION ON INSTAGRAM

How do we make sure your accommodation stands out in the online crowd? Our social media team will create an Instagram feed post or reel that showcases not just the rooms, but also the surroundings and on-site facilities. Think: a true save-for-later post that makes people dream away – paired with a full set of Instagram stories, including a direct link to your accommodation page. We create content that makes people stop scrolling – and start mentally planning their stay at your place.

THE NUMBERS

15.5K+ FOLLOWERS
ORGANIC REACH: 10-15K

FLATRATE: €900,-



Ken je dat? Je goopt 'kinderriendelijke vakantie' en belandt in een eindeloze stroom van bungalowparten-met-ballenbak. Nee bedankt. Wij gingen op speurtocht naar de leuke plekken, die waar jij een kind glas rosé drinkt met uitzicht, terwijl de kids zich uitleven in een splashpark, een kabelbaan parken of hun eigen mini-club bestieren alsof het hun startup is. In deze nieuwsbrief: vakantieplekken waar iedereen blij van wordt (ja, ook jij). Geen stress, geen concessies. Alleen maar win-win.

Liefs,
team Barts Boekje

CAMPING DE VLIERT

(Best of both worlds)



Ja, midden in het groen en de stad om de hoek - dat krijg je bij **Camping de Vliert**, net onder Utrecht. Op maar 20 minuten fietsen van de drukte, maar wel tussen het gefluit van vogels en volop ruimte om te spelen. Een paradijs voor kids: skelters, klimrekken, speeltoerrens, waterpeet en bergen zand om in te graven, zo zijn de hele dag avoet.

Kamperen zonder in te leveren op comfort? Yes please. Die wc-rol onder je arm is verleden tijd, die hangt gewoon al voor je klaar. En wie nu een stapje luxer wil, kiest voor een plek met eigen sanitair, of slaapt in een sfeervolle pipowagen of design-dome. Glamping met een hoofdletter G, maar dan wel gewoon lekker relaxed.

[Camping de Vliert](#)

YOUR ACCOMMODATION IN OUR NEWSLETTER

With our bi-weekly newsletter, we know how to reach our readers at just the right moment. Think of seasonal editions like Hello Summer, Hello Mother's Day, or Hello France Getaways. We always tap into the current vibe, which keeps our newsletter fresh and relevant - and the numbers prove it: we enjoy an impressive open rate of around 50%. It's the perfect moment to highlight a great deal or exciting news - like a new terrace, a refreshed menu, or a brand-new lodge. We love putting the spotlight on these kinds of updates. And of course, always with a direct link to your accommodation page on our website. A dedicated newsletter (meaning: fully focused on your gem only) is also possible for an additional fee.

THE NUMBERS

26K SUBSCRIBERS
OPENINGRATE: 50%

FLAT RATE: €700,-



IN THE SPOTLIGHT SOCIAL ADVERTISING

VIA

Social advertising – what exactly is that? Well, simply put: advertising – in this case via Instagram. For those who could use a bit more context: we use a tracking pixel installed on our website. This allows us to build custom audiences and reach exactly the right people – think foodies, travel lovers, lifestyle enthusiasts... in other words: the typical Barts Boekje reader or follower. This way, we make sure that holiday or getaway inspiration ends up on the right screen. The possibilities? Endless. From collecting email addresses to generating massive visibility, or even targeting a very specific audience. Thanks to our targeted approach, we're able to get the most out of any budget.

THE NUMBERS

50-75K IMPRESSIONS
2-3K LEADS (EMAILADDRESSES)

Based on previous two-week campaigns. Exact results may vary depending on the content and focus of the campaign.

FLAT RATE: €1500,-

[LINK TO LIST](#)

Bed and Breakfast,
Lists, Accommodation



South Africa, Kaapstad, April 30, 2025, by Mandi Bos

Barts Best of: the nicest/most beautiful/finest places to sleep in Cape Town & surroundings!

Cape Town - vacation with a capital V. From the colorful streets of Bo-Kaap to the endless views in Hout Bay; you don't want to be alone here, you want to stay here. And in style, please. Luckily, Cape Town and its surroundings are bursting with great places to stay - whether you're looking for luxury by the sea, charming in the city or a quiet cottage in the countryside. These are our favorites.

[LINK TO LIST](#)

Lists, Accommodation



Portugal, September 24, 2023, by Maartje

20 (+) most wonderful hotels and holiday homes in Portugal

Beautifully beautiful, always a great holiday paradise Portugal. We're so happy to see you. And you, our dear loyal Barts Boekje readers too, it turns out. A long time ago we asked via the age-old medium called Instagram what your favorite hotels are, and although the answers flew all over the world, there was also a dream address in Portugal among them. We sorted things out, did some research, added our own Portuguese favorites to the list and decided that this list, although published here, could continue to grow / now: 20 (+) times the most wonderful hotels and holiday homes in Portugal.

YOUR ACCOMODATION IN OUR LISTS

And then there are the gems of the website – the lists: they perform exceptionally well. In terms of views (because a well-organised overview while planning your next getaway is worth its weight in gold), in reading time (on average over 3 minutes!), and in SEO. Many of these articles have been online for years, are well indexed, and therefore rank high in search results. The numbers vary per list, but on average they attract around 10,000 views. And the real high-performers? They easily reach 50,000 to 75,000 views. We update them once or several times a year – depending on how relevant they are at that moment. We're happy to think along with you about which list would suit your accommodation best. Above you'll find two beautiful examples, but we also have tailored guides per city or region.

THE NUMBERS BETWEEN 10-75K

TARGET AUDIENCE & REACH

THE NUMBERS



Barts Boekje has a growing, loyal audience: well-educated, with above-average income, aged 30 and above, and constantly seeking inspiration in travel, food, drinks, sustainability, interior design, and family life.

OUR READERS ARE...*

- ... online natives connected through the internet and social media
- ... aged between 28 and 55 years, with 64.5% women and 35.5% men
- ... primarily residing in Amsterdam, Utrecht, The Hague, Breda, Rotterdam, and Antwerp
- ... educated, love to travel, and frequently dine out

* Data via Google Analytics

BARTS BOEKJE HAS...

- ... 400.000+ unique visitors per month (2.120.000 users per month)
- ... 5.200.000 views per month
- ... 93,800+ Instagram followers (@bartsboekje)
- ... 30,000 average reach per Instagram feed post (@bartsboekje)
- ... 10,000 average reach per Instagram story (single clip @bartsboekje)
- ... 15,500+ Instagram followers (@beyond.bybb)
- ... 8,000 average reach per Instagram feed post (@beyond.bybb)
- ... 5,000 average reach per Instagram story (single clip @beyond.bybb)
- ... 35,600+ Facebook followers (Barts Boekje)
- ... 26,000+ newsletter subscribers with a 50% open rate
- ... 850,000+ monthly impressions on Pinterest
- ... 600+ Substack subscribers for Beyond (launching Oct 2024)

