



Holiday accommodations that make your heart beat



SPOTS &
SPACES

Handpicked holiday spots

We are Spots & Spaces

Do you want to promote your gorgeous holiday accommodation through a wide reach and directly to your target group in the Netherlands? Would you like to be in control of the bookings? Nice to meet you: we are Spots & Spaces, an inspiration website with only the most amazing holiday spots in Europe and Caribbean Netherlands. From boutique hotels to cabins, from holiday villas to guesthouses and from holiday homes to flats. We select them with great care.

If you have a holiday accommodation that makes one's heart beat faster, we offer you our platform for more online visibility. With great passion, a critical eye and a very personal approach, we promote your holiday paradise on our [website](#), [social media](#) and our newsletters.





The power of an inspiration website

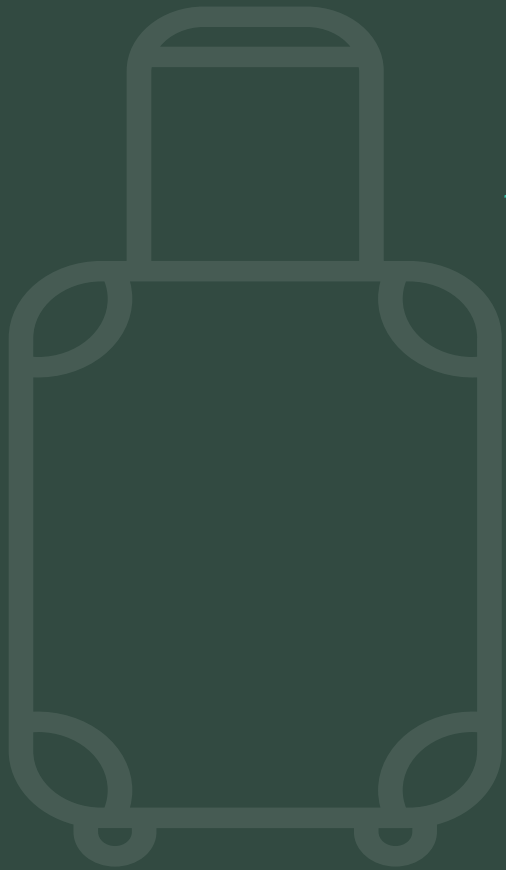
The Internet is full of holiday accommodations. If you are looking for that one unique spot, it is quite a task to separate the wheat from the chaff. Not many people take the time to do so. They often simply don't know where to start, but prefer to rely on the opinion of an inspiration website where the first selection has already been made. A platform that focuses on their needs: luxury unique small-scale holiday spots that make your heart beat faster.

The need for a filtered selection of top accommodations is apparent: the Spots & Spaces community is growing by the day.

Our platform gives your accommodation a stage to be featured on during your prospective guest's **orientation phase**. This way, they know you exist and are enthused to spend their next holiday in your accommodation.

Being able to find the finest holiday accommodations in one place means people keep coming back for their next holiday.

Promotion through us.
Bookings through you.



#iamintherightspot



The community

We are aimed at Dutch and Flemish travellers with an above-average income who love luxury and authenticity. Bon vivants who already enjoy themselves at home and want to enjoy themselves just as much on holiday. People who love accommodations where everything fits and which have something extra compared to home. That is what we select our portfolio of selected accommodations for.

Who is our target audience?

In terms of age, we reach a large group, namely 25 to 64 years old. Broken down, this looks roughly as follows:

< 25 years old	3%
25-34 years old	15%
35-44 years old	30%
45-54 years old	35%
55-64 years old	15%

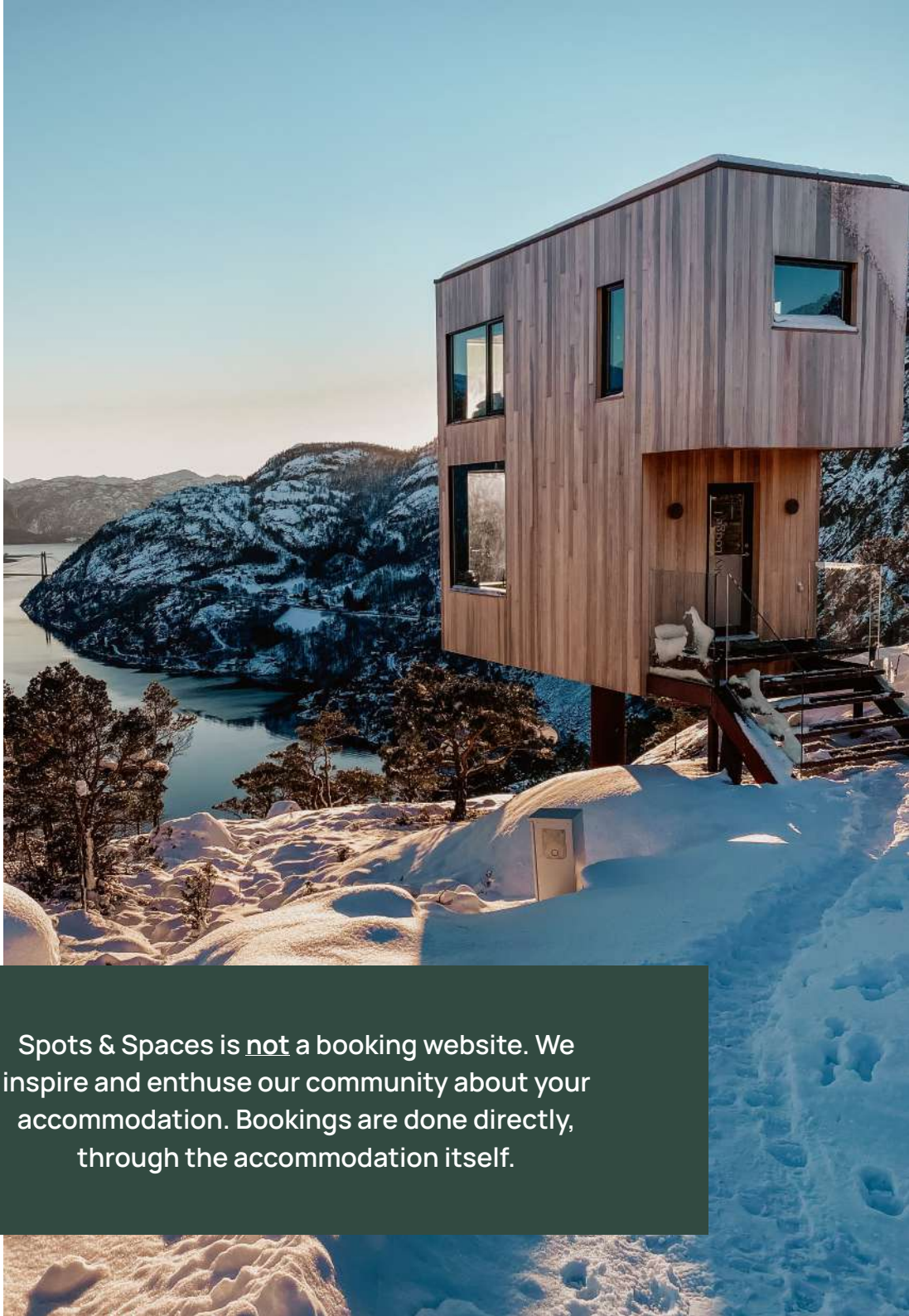
Our offer

The visitors of the Spots & Spaces platform are your future guests. We provide interaction, approach them with purity, authenticity and a personal touch. And you benefit.

Your accommodation is put center stage on our platform to 'shine'. A place where your target group comes together. And the nice thing is, we bring that target group directly to you. In concrete terms, we do that with a direct link - by clicking a button - to your website and a completed contact form (booking form) that ends up in your mailbox. A hot lead, simply handed to you. We put the ball in front of an open goal, all you have to do is head it in.

We make your accommodation visible and contribute to **direct** bookings instead of a booking platform.

A smart and effective marketing solution so you can get on with your business.

A modern, two-story wooden cabin with large windows and a flat roof, situated on a snowy hillside. The cabin is built on stilts, and a small wooden deck with a railing is visible. In the background, there is a calm lake and snow-covered mountains under a clear blue sky. The foreground is covered in deep snow with some footprints.

Spots & Spaces is not a booking website. We inspire and enthuse our community about your accommodation. Bookings are done directly, through the accommodation itself.

How does it work?

No booking website, no commissions

Before an accommodation is added to Spots & Spaces, it is subject to a strict selection. We don't sell our souls to the devil. Only when we really find an accommodation that fits the values of Spots & Spaces, we embrace the gem and place it among the other cream of the crop.

The range of accommodations on Spots & Spaces is therefore limited to the most unique accommodations. Our audience knows this and it is what they come back for. We guard this with our soul. Spots & Spaces is where you want to be as an accommodation.

We do not charge commission. We charge an annual fee for listing on our platform and fixed rates for the various forms of exposure. Contact with guests and bookings are handled by you. Nice and transparent.

Join the Club



Spots & Spaces for you

- Interact with your target audience
- Benefit from our large reach
- Enthusiastic and loyal community
- Visibility in the inspiration phase
- Bookings directly via your own website

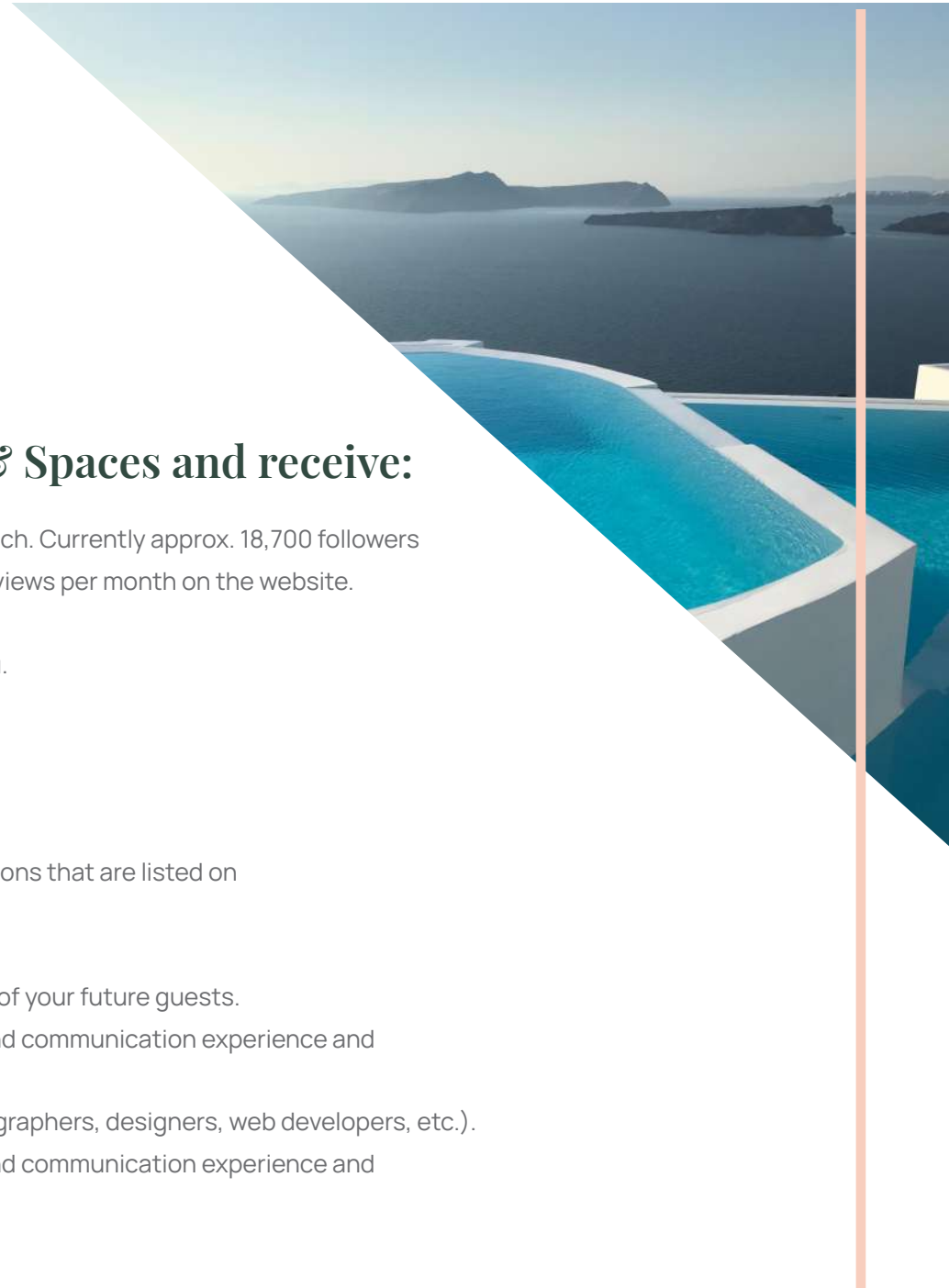
*Our Community is
your future guest*

Spots & Spaces is a fast-growing company. In a short time, a group of followers and visitors has formed who refer to Spots & Spaces as the inspiration website for holiday accommodations to savour. Every day more and more people find their way to the platform.

Effective and personal approach

Promote your accommodation through Spots & Spaces and receive:

- Access to your target group through Spots & Spaces' large and daily growing reach. Currently approx. 18,700 followers on Instagram, 5,000+ on Facebook and approx. 9,000 visitors and 145,000 page views per month on the website.
- More online visibility and brand recognition.
- A direct link to your website or Instagram account, generating more traffic to you.
- Booking requests from future guests directly in your mailbox.
- Warm leads where you can arrange the booking yourself.
- Exposure of your last-minute availability on a well-visited page on our website.
- Direct contact with (future) guests.
- Association with the crème de la crème within the holiday offer. All accommodations that are listed on Spots & Spaces are personally selected.
- And that's why the target group comes back to us.
- Personal approach to your target group via a platform that speaks the language of your future guests.
- Guidance from the enthusiastic Spots & Spaces team with years of marketing and communication experience and countless tips for you.
- Access to a network of professionals who can help you market your spot (photographers, designers, web developers, etc.).
- Guidance from the enthusiastic Spots & Spaces team with years of marketing and communication experience and countless tips for you.





About Spots & Spaces

Pure and authentic



Our Philosophy

Spots & Spaces was born out of passion and need. We are a fast-growing company that knows how to touch its target group with a personal and effective approach. We carefully look at the relevance of the tips we share. It must fit the value, the style and the image that the target group considers important.

We enter into collaborations very deliberately. Pure & Authentic come first when we inform and inspire the target group and make our community bigger and more inspiring. This makes people coming back to us, and you reap the benefits.

Our selection criteria

Important pillars are small-scale, inspiring, luxurious, original, delicious, stylish, better than home, enjoyable, hospitable, enviable, in short: only the really nice holiday spots.



Our Offer

Presentation page on our website: €250,- per year

One-time start-up costs: €75,- only in the first year

In the first year, a free comprehensive introduction on Instagram and a mention in our newsletter are included.

For good visibility of your accommodations, it is advisable to plan various forms of additional exposure throughout the year. For example: multiple social media posts, newsletter mentions, placement in the header on our website, prominent position on the homepage under 'Highlighted Spots', dedicated newsletter, etc. Our rate card for additional exposure can be found on the next page. We are happy to advise you.

The amounts mentioned are exclusive of VAT.



2025

Rate Card

Website

Header banner (1 month)	€ 75,-
Highlighted Spot (1 month)	€ 75,-
Last-minute mention (website)	€ 35,-

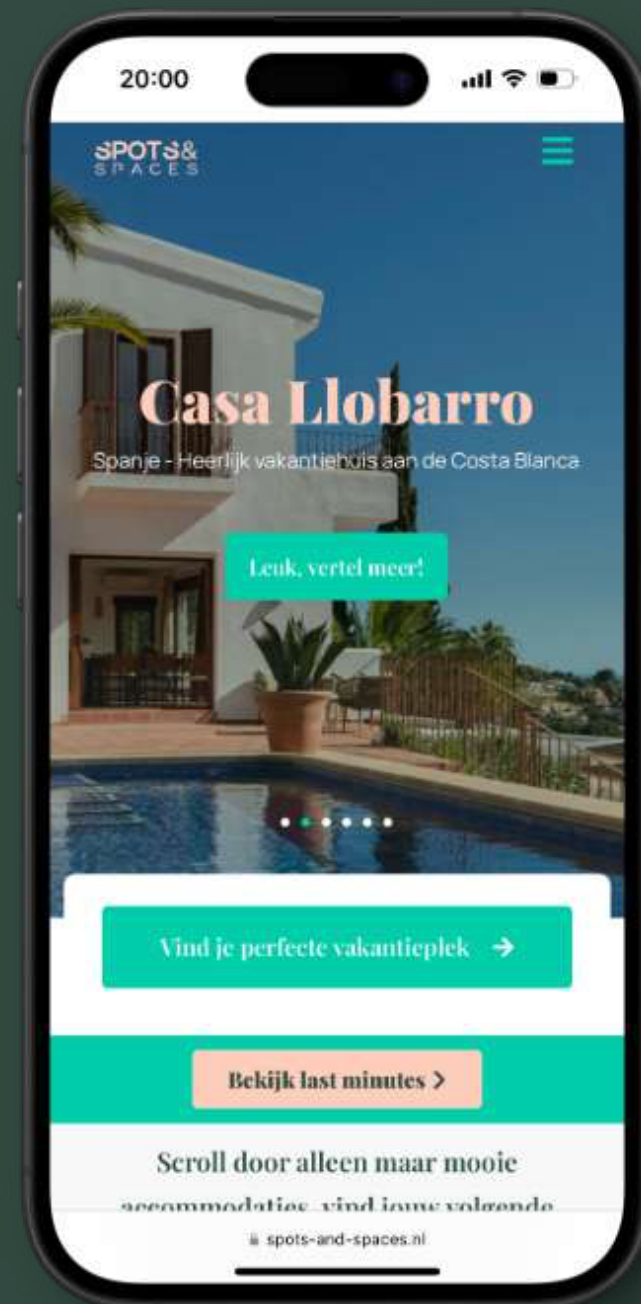
Socials

Post on Instagram with multiple photos	€ 75,-
Story Series (minumum of 3 Stories on Insta)	€ 75,-
Insta Reel (from)	€ 100,-

Newsletter

Listing in our newsletter	€ 50,- / € 75,-
Last-minute mention (newsletter May)	€ 45,-
Dedicated newsletter	By agreement

All our offers and agreements are subject to our general terms and conditions. Prices quoted are exclusive of VAT.



Presentation Page (example)

SPOTS & SPACES

Duitsland

Maison Südpfalz

Klingenmünster

VAKANTIEHUIS

3-5

2

2

€ 155 - € 155 / nacht

Bekijken: 533

Het fraaie zitraam is een plek waar je je heerlijk kan nestellen om te lezen, chillen of slapen.

Design vakantiehuis voor 5 personen in pittoresk Duits dorp!

In het idyllische dorpje Klingenmünster - op 20 kilometer van de Franse grens, aan de zuidelijke wijnroute - ligt Maison Südpfalz. Omringt door wijngaarden en aan de voet van een oud kasteel, heeft dit fijne vakantiehuis een heerlijke ligging voor een ontspannen vakantie.

Design meets gezelligheid

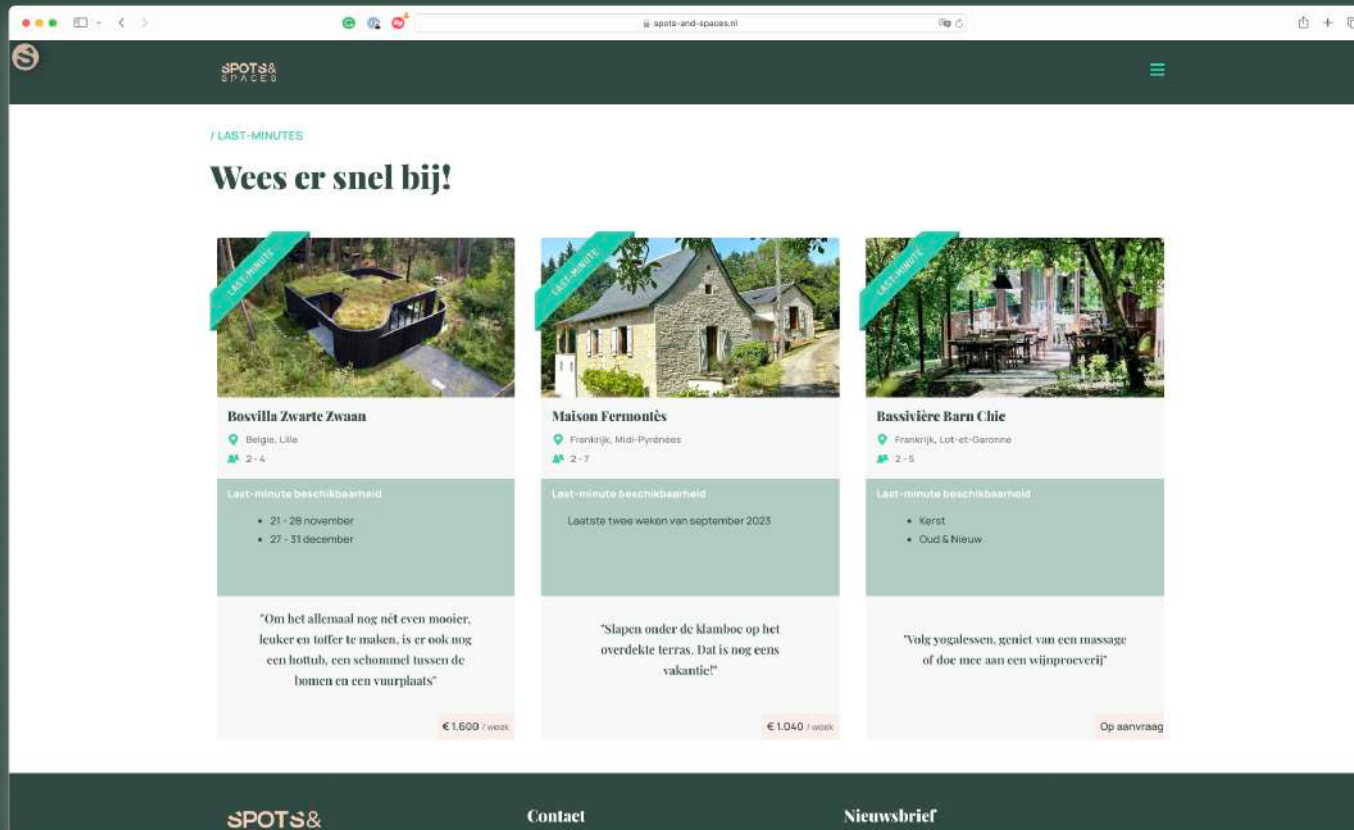
Het vrijstaand huis met tuin is in elk seizoen een heerlijk onderkomen voor een ontspannen (gezins)vakantie. De woning is met veel zorg en oog voor detail ontworpen, gebouwd en gestyled. Het centrale punt van het huis is de tot de nok open woon- en eetkamer met een oh zo leuk zitraam. Een plek waar je je heerlijk kan nestellen. Lezen, chillen en eventueel kan dit als extra slaapplek dienen. Wij houden ervan!

Contact Request (example)

The presentation page contains an additional button that allows you to contact us directly. This is often a request for more information, e.g. on availability. You will receive the request in your inbox (see example).



Last-minute Listing (example)



Want to draw extra attention to your last-minute availability? Then make use of a listing on our last-minute page – a popular page on our website that our community knows well for last-minute trips.

You can send your text for the last-minute page to natascha@spots-and-spaces.com. It will remain until after the availability date. To keep the offer up-to-date, we ask you to let us know as soon as you are provided.

The condition for the last-minute page is that the available period is within six weeks from posting.



“A platform where you can find
really beautiful gems. If you say
it is a gem, I believe in it
immediately.”

Want to collaborate? Great!

How to proceed?

We are delighted to add your beautiful accommodation to our selection of holiday gems. We would be happy to discuss with you which tools we will use to promote your spot: the standard listing or additional promotional tools?

The Presentation Page

We would love to get started on a beautiful presentation page on our website. We will write the text for this page based on the information on your website. You don't have to do anything.

We would like to receive the photos from you: a **maximum of 40 photos** of your accommodation and a few of the surroundings. We will use these photos for the presentation page and for promotion through various channels. For Instagram, square or upright photos are preferred.

We will place approximately 20 photos on the presentation page. With 40 photos, we can make a selection and have some extra photos for social media. Unfortunately, we cannot use and save more than 40 photos.

Image specifications:

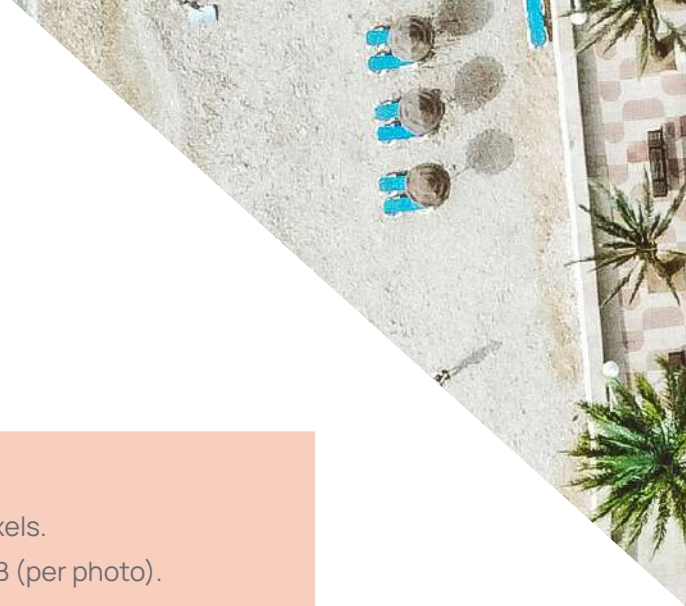
- Maximum dimensions: 2500 x 2500 pixels.
- File size: Preferably no larger than 5 MB (per photo).
- File format: JPEG, PNG or WebP are recommended for the best compatibility.

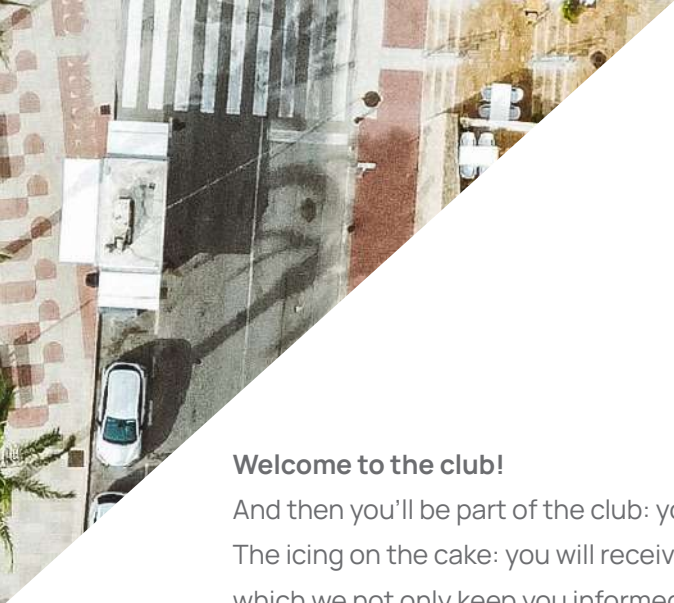
We need a few more details to apply the filters correctly on our website. You will receive a link to a form that you can fill in.

Once the presentation page is ready, you will receive a link to check everything. Satisfied? Then it's showtime: we'll let your accommodation shine!

The promotion

We will plan the various promotional activities (such as newsletters, header mentions, social media posts, etc.). You won't have to worry about a thing. Do you have a preference for certain times of the year? Let us know.





Welcome to the club!

And then you'll be part of the club: you are a member of Spots & Spaces. The icing on the cake: you will receive regular MemberMails from us, in which we not only keep you informed about our developments, but also about developments in the market. With our years of experience and marketing knowledge, we know what's going on. We are happy to help you. Would you like one-on-one marketing advice? That's also possible. We are your sparring partner.

Automatic renewal of the promotion

We aim for a long-term partnership so that we can work intensively and effectively together on the visibility of your beautiful spot. The promotion is initially for one year. After the first year, you will automatically receive an invoice for the promotion for the following year. If you decide to end the partnership, please let us know at least one month before the end of the promotional year.

Nice bonus

Apart from the hard figures, it's also nice to know that we are closely followed by the media. We regularly hear that accommodations have been approached by magazines for an article after being spotted on Spots & Spaces.

Another fun fact is that we are very easy to find on Google. And by that we mean that **the accommodations** are very easy to find on Google through us. Type in the name of any Spots & Spaces member and we appear in the top 5 search results in 90% of cases and, even better, in the top 3 in 50% of cases. So we also ensure that your accommodation ranks well in the search results.

Marketing is like running a marathon

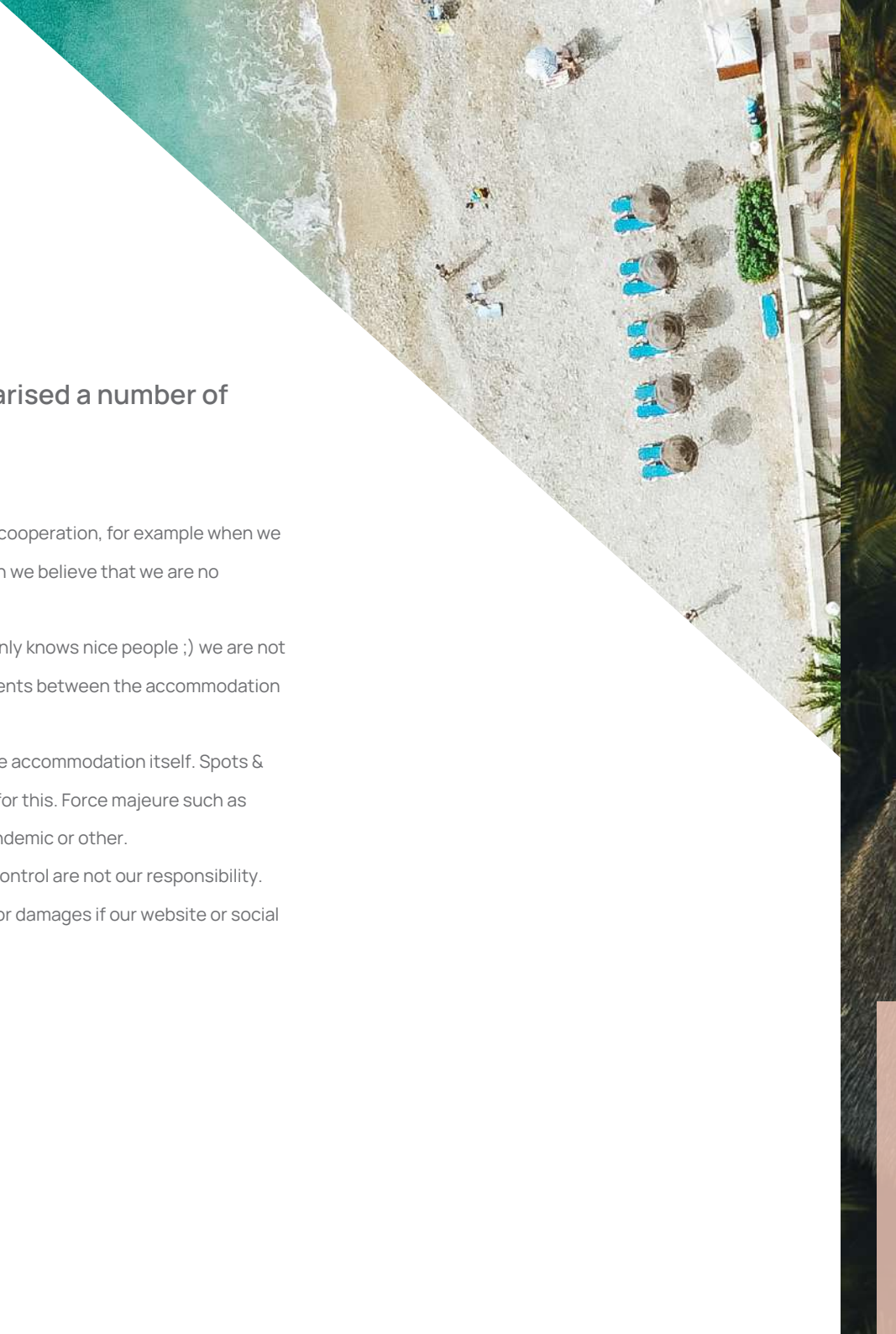
It's also important to realise that the marketing process works best in the long term. Bookings don't usually come directly from a single post or listing, because people often take a little longer to choose an accommodation. So give it time to inspire your target audience. We help you increase your visibility through our platform, which contributes to your brand awareness and bookings in the long term.

***Please note: our schedule fills up quickly. Want to secure a spot in our newsletter, website header or social media posts? Reserve your exposure moments for the coming year now!**

Terms & Conditions

The small print but in a large font. For the sake of clarity, we have summarised a number of practical matters.

- ◆ The presentation of your accommodation is for one year and is **automatically renewed** for the next year. You will receive an invoice from us after your presentation page is online and every year around that date.
- ◆ Check your presentation page carefully for any inaccuracies. If anything changes during the year, please let us know so that your presentation page remains up-to-date. The accommodation owner is responsible for keeping the details up to date.
- ◆ Once a year, old photos can be replaced by new ones. For uploading new photos in the intermin, we charge €50.
- ◆ We would still like emphasize that we are an inspiration platform and **not** a booking site. We contribute to direct bookings, but cannot give any guarantees. However, we can promise to do all we can - within our agreements - to make your accommodation shine.
- ◆ Do you want to terminate our cooperation? Please let us know **one month before** the end of our annual term.
- ◆ We may also terminate our cooperation, for example when we receive complaints or when we believe that we are no longer a match.
- ◆ Although our community only knows nice people ;) we are not responsible for disagreements between the accommodation and the guests.
- ◆ Bookings are made with the accommodation itself. Spots & Spaces is not responsible for this. Force majeure such as internet malfunction, a pandemic or other.
- ◆ Other events beyond our control are not our responsibility.
- ◆ We are not liable or liable for damages if our website or social media is down.





**SPOTS&
SPACES**



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