

# HERTS BIG WEEKEND™

Friday 20th to Sunday 21st April 2024

Sign up now at [www.hertsbigweekend.co.uk/attraction-register](http://www.hertsbigweekend.co.uk/attraction-register)

To make the weekend as big a success as always, we need your support! The Big Weekend is open to all Hertfordshire tourism businesses to participate and we hope you can join us as we celebrate all that is great about the county on one special weekend in April. Big Weekend is a tried and tested campaign that reaps benefits for tourism businesses. Seize this golden opportunity to connect, captivate, and capture the hearts of Hertfordshire residents and expand your business awareness to the local community!

## What is Big Weekend?

The Big Weekend is all about celebrating Herts's tourism offer. It allows local residents to win free tickets to the array of places to visit and things to do on their doorstep. They can then recommend them to their friends and family. In 2024 the Big Weekend will take place on 20<sup>th</sup> and 21<sup>st</sup> of April.

## Why should I get involved?

The Herts Big Weekend 2024 is not just an event; it's a strategic manoeuvre for your business to weave itself into the fabric of the community narrative. We know that many residents do not visit the places on their doorsteps – Big Weekend gives them the opportunity to do this, for FREE, so not only will they re-visit locations they might not have otherwise visited, but also discover hidden gems that fly under the radar in the local community. It's not only about getting people out and about, as the Big Weekend also instils a sense of pride in visitors' home county and will inspire them to share their enthusiasm with visitors, friends and family. **The word-of-mouth recommendation is priceless.**

## How are tickets allocated?

Big Weekend has a dedicated web platform – [www.hertsbigweekend.co.uk/](http://www.hertsbigweekend.co.uk/). Tickets are allocated via the website through a ballot

system. Tickets are only available to people living in Hertfordshire as the system works via postcodes. Residents can apply for as many prizes as they like.

The ballot will be open on **15<sup>th</sup> March**. We then run the draw and the system randomly selects winners for attractions from those who have applied. If residents are successful for one attraction, they will be removed from the ballot for any other attractions they have applied for – they can only win tickets for one attraction. Everyone who enters the ballot will receive an email, notifying them whether they have been successful or not. If successful, they will be sent an email with a link to their ticket, which will also include any specific redemption instructions that have been added.

## How many tickets should I offer?

The number of tickets you offer is optional but you should bear in mind that, on average, (certainly for smaller attractions unfortunately) only about half of ticket holders turn up, so not all tickets will be used. You should offer more than you expect to be redeemed to ensure a good turnout. We request a minimum of 10 pairs of tickets per attraction is required to participate.

### **Do I have to offer tickets for both days?**

You can offer tickets for just the Saturday or the Sunday, or both. You also have the opportunity to offer tickets on a completely different date if the Big Weekend is not suitable. It is your choice how you want to manage the promotion.

### **My venue is free entry, can I still take part?**

Yes. If your venue is already free to participate in Big Weekend you can consider organising a special event or a guided tour. We also have a whole section on the Big Weekend website for free to enter attractions, let us know if you would like to be featured on there.

### **What is the timeframe?**

Businesses can sign up and offer tickets via the Big Weekend website until **4th March**. The ballot will go live on **15th March**. Residents will have 4 weeks to enter the ballot. Tickets will be issued in April. Big Weekend is on 20th and 21st April.

### **What will happen on the weekend?**

Once the draw has taken place, and the returns process completed you will be able to log in to access and download the ticket allocations as well as your opt-in data. Ballot winners will arrive at your venue with a copy of their ticket or having completed any redemption instructions you have stipulated. You will be responsible for the visitor experience on the day, which would include the redemption of tickets and briefing your staff before the event to ensure they are aware of the event and offer a suitable welcome.

### **What redemption rate should I expect on the weekend?**

Our experience is that there is an average redemption rate of around 60%. This alters depending on the type of attraction. The weather is a big factor in determining redemption!

### **How can I promote Big Weekend through my marketing channels?**

Participating attractions are encouraged to share posts on social media and their websites to promote their involvement. We have prepared some text for you to promote on your channels that you can **download here**: <https://bit.ly/3NTEHPn>

Postcards and posters can be ordered, if there is space to display them. **please complete this form** <https://bit.ly/3vgOwjV> to order Big Weekend promotional posters for your business.

### **How can I get involved?**

To register your business, go to [www.hertsbigweekend.co.uk/attraction-register](http://www.hertsbigweekend.co.uk/attraction-register)

If you have participated before, go to [www.hertsbigweekend.co.uk/attraction-account](http://www.hertsbigweekend.co.uk/attraction-account) and login.

Once the tickets are added the process is complete and you can log out. You can return to edit the details for your attraction or the details of your tickets up until the cut off point for going live. We will send you updates to let you know when this will be.

### **Need further guidance on Herts Big Weekend?**

We have put together a video on how to register tickets for your businesses to guide you through the process step by step.

**View the video step-by-step guide here:**

<https://bit.ly/3H8sy5y>

We are also hosting a webinar that will take you through how to make the most out of participating in the BW campaign.

**Sign up for a webinar on the Big Weekend:**

<https://bit.ly/3RLE00K>

If you require further information about Big Weekend contact the Visit Herts team on:

Email: [bigweekend@visitherts.co.uk](mailto:bigweekend@visitherts.co.uk)