



Press release

Thursday 12th January 2017

Ballot dates announced for the 2nd Herts Big Weekend!

Are you ready to get your tickets to the biggest celebration of the year?

Registration for Herts Big Weekend opens on 9th February, where hundreds of FREE pairs of tickets for a host of attractions and fun-filled activities across the county will be up for grabs.

A huge variety of Hertfordshire tourist attractions and related businesses will be opening their doors or offering special gifts to lucky ticket holders on 1st and 2nd April, as part of Visit Herts' second celebration of the county's tourism industry.

Some of the county's biggest attractions have signed up to this year's event, including St Albans Cathedral, Warner Bros. Studio Tour London, Rye House Kart Raceway, Paradise Wildlife Park, Knebworth House, Hatfield Park Farm, The XC, Willows Activity Farm, Vertigo Adventures, Lee Valley White Water Centre, Lee Valley Park Farms, Natural History Museum Tring, Letchworth Garden City Heritage Foundation and Henry Moore Studios & Gardens.

Experiences on offer include magical studio tours and stunning stately homes, private cathedral tours, close encounters with wild animals, and thrilling white water or high wire experiences.

And there is still time for more tourism attractions or related business to get involved in the celebrations by offering extra tickets – make sure you contact the Visit Herts team by 25th January to be included. Contact bigweekend@visitherts.co.uk

Visit Herts Destination Manager Sue Lea said: "We could not have asked for a better welcome last year for the first ever Herts Big Weekend. All the participating attractions got into the spirit of the weekend, and we received some brilliant feedback from all involved.

The Big Weekend is a fantastic way to kick-start the tourist season, but it's also a great way to re-ignite people's passion for Hertfordshire amongst those who should be its biggest advocates – the residents.

“We’re really looking forward to seeing what year 2 has in store for us now, and we are confident it will be bigger and better than before. We have a brand new website platform, we’ve been overwhelmed by the support from tourism attractions across Herts and the range of visitor experiences on offer, and we hope more will follow!”

Herts Big Weekend was set up to promote Hertfordshire’s incredible attractions and sights, and to encourage residents to discover how much there is to see and do in their home county. The event is also part of English Tourism Week (<https://www.visitbritain.org/english-tourism-week>), which highlights the importance of tourism as one of the fastest growing sectors in the national economy. Herts residents can apply for as many tickets as they like at www.hertsbigweekend.co.uk from 9th February to 3rd March. Two tickets per household will then be allocated at random by ballot (some family tickets are available).

Last year, more than 13,000 people applied for tickets to the launch event, so make sure you bid for as many tickets as possible to be in with a chance of winning. And anyone who signs up to the Visit Herts newsletter will get exclusive early access to the ballot.

Additional tickets have also been donated by attractions to the event’s chosen charity, The Family Holiday Association

Sue added: “Last year we saw the Herts Big Weekend give hundreds of Herts residents some brilliant opportunities to discover what’s happening in their home county.

“As the UK continues to experience a boom in staycations, events like the Big Weekend help to highlight just how many there is to see and do right on our doorstep. Also by helping our residents to connect with local tourism attractions and leisure experience, they are more likely to act as ambassadors for visiting friends and relatives during their stays.

“So please go to www.hertsbigweekend.co.uk and take a look at the great range of attractions participating – you will be surprised at what you find!”

To register and to see the full list of attractions taking part, visit www.hertsbigweekend.co.uk

For more information about Hertfordshire, please visit www.visitherts.co.uk

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Notes to Editors

For further media information on Visit Herts, please contact PR & Marketing Manager Sinead Hanna at Sinead@visitherts.co.uk or Marketing Co-ordinator Lana Crouch at lane.crouch@visitherts.co.uk, or call 01227 812914.

About Visit Herts

Visit Herts is the destination management organisation for the county of Hertfordshire. Hertfordshire County Council and Hertfordshire Local Enterprise Partnership awarded the county's tourism service to destination management specialists Go to Places on a two-year contract following an open competitive tender process in 2015.

For further information tweet @visithertsuk, or visit www.visitherts.co.uk