



**EMBARGOED UNTIL 00:01 Thursday 9<sup>th</sup> February, 2017**

## **Registration now open for Herts Big Weekend!**

Hundreds of pairs of FREE tickets for a host of attractions and activities across the county are up for grabs in the Herts Big Weekend ballot from today (Thursday 9<sup>th</sup> February).

Registration for the 2<sup>nd</sup> Big Weekend is now open, with 50 attractions offering amazing tickets.

Lucky Hertfordshire residents won't have to pay a penny to see behind the scenes of the Harry Potter films, ride the rapids at the Lee Valley White Water Centre, get up close to the animals at Paradise Wildlife Park or see 500 years of Herts history at Knebworth House on the first weekend of April 2017.

The Big Weekend is designed to get local people out and about exploring the amazing destinations on their doorstep during one 'big weekend', on 1<sup>st</sup> and 2<sup>nd</sup> April.

To be in with a chance of winning free tickets, residents must register at [www.hertsbigweekend.co.uk](http://www.hertsbigweekend.co.uk) by 3<sup>rd</sup> March.

Some of the county's biggest attractions will be opening their doors or offering special gifts to lucky ticket holders on 1<sup>st</sup> and 2<sup>nd</sup> April, as part of Visit Herts' annual celebration of the county's tourism industry. These include 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.

The event is also part of [English Tourism Week](#), which highlights the importance of tourism as one of the fastest growing sectors in the national economy.

Two tickets per household will then be allocated to winners by random ballot (some family tickets are available). Last year, more than 13,000 people applied for tickets to the big event, so make sure you bid for as many tickets as possible to be in with a chance of winning!

Attractions have also donated extra tickets to the Family Holiday Association charity, which helps struggling families to enjoy a day out for free.

Visit Herts Head of Marketing Sinead Hanna said: “The Big Weekend marks the beginning of the tourist season and is a fantastic way to celebrate all that is on offer in Hertfordshire. We want people who live here, who are our biggest advocates, to have the chance to discover something new – and for free!

“Thanks to the generosity of the attractions and organisations that are taking part we’re looking forward to a truly incredible Big Weekend, with a total of 2,400 tickets donated. But you’ve got to be in it to win it so get online, get registered and get out and enjoy yourself! And don’t forget to share your stories and pictures on social media using #hertsbigweekend17!”

**To register and to see the full list of attractions taking part, visit**  
[www.hertsbigweekend.co.uk](http://www.hertsbigweekend.co.uk)

For more information about Hertfordshire, please visit [www.visitherts.co.uk](http://www.visitherts.co.uk)

**ENDS**

#### **Notes to Editors**

For further media information on Visit Herts, please contact PR & Marketing Manager Sinead Hanna at [Sinead@visitherts.co.uk](mailto:Sinead@visitherts.co.uk) or Marketing Co-ordinator Lana Crouch at [lane.crouch@visitherts.co.uk](mailto: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](http://www.visitherts.co.uk)