



**VISIT HERTS**

**Wednesday 8<sup>th</sup> March 2017**

## **More than 19,000 bids for 2<sup>nd</sup> Herts Big Weekend!**

Herts Big Weekend 2017 has received a record-breaking number of applications in its second year – and there are still a number of tickets up for grabs!

A whopping total of 19,462 applications were made on [www.hertsbigweekend.co.uk](http://www.hertsbigweekend.co.uk) for this year's event, which takes place across 1<sup>st</sup> and 2<sup>nd</sup> April, with the website receiving more than 104,500 page views during the registration period. A total of 2,400 tickets were donated by over 50 attractions throughout Hertfordshire.

There are, however, still chances to win unclaimed or returned tickets. Between 9<sup>th</sup> and 27<sup>th</sup> March, Herts residents who registered for the Big Weekend ballot before it closed on March 3<sup>rd</sup>, can log back in and check the website for last minute offers. Any returned or unclaimed tickets will be made available on a first come first served basis, so make sure to keep checking back for new offers!

This year marks the second year of the Herts Big Weekend, and it has proven to be even more popular than year one, breaking the previous number of ballot applications. Last year 13,000 applications were made.

Once again, movie magic proved to be the biggest draw on the website with the Warner Bros. Studio Tour London receiving over 2,000 applications. Entry to Paradise Wildlife Park was a close second, with family tickets to Knebworth House and Gardens, entrance to Willows Activity Farm and tickets to Ventura Wildlife Park, completing the top five.

Other goodies up for grabs included thrilling white water and high wire experiences, tours of stunning stately homes, museum entry and private cathedral tours, ensuring that there is something for all the family to enjoy.

Visit Herts Head of Marketing, Sinead Hanna said: "We're overwhelmed by the brilliant support we've had from so many attractions across Hertfordshire, and the enthusiastic response from our residents who have been delighted to see the Big Weekend back for its second year this spring!

"Year one was a great success, and the fact that year two has surpassed its records for participation, tickets offered and applications is certainly cause for a celebration.

“We’ve received over 19,000 bids for applications this year and are delighted to see the Big Weekend growing, with each year bringing along new and exciting opportunities for our residents to experience Hertfordshire’s outstanding range of days out.

“We look forward to seeing everyone sharing #hertsbigweekend17 over the first weekend in April – don’t forget your cameras!”

There will also be a selfie competition running across social media on the weekend, where ticket holders can share a selfie of themselves enjoying the #hertsbigweekend17 and using #hbwsselfie on Twitter for the chance to win a fantastic prize.

Herts Big Weekend is part of [English Tourism Week](#), which highlights tourism as one of the fastest growing sectors in the national economy.

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

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)