

# KENT BIG WEEKEND™

Friday 20th to Sunday 21st April 2024

# Get involved!

Find out more about our  
campaign and how you can get  
involved...



VISIT KENT | BIG WEEKEND 2024

Local Visitor  
Economy  
Partnership

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visitkent.co.uk

# Introduction

*2024 marks the 18th year of the Kent Big Weekend*

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The Big Weekend is open to all Kent tourism businesses to participate in, and we're excited to launch the campaign again for 2024! The Big Weekend is a tried and tested campaign that reaps huge benefits for tourism businesses, making local residents aware of your offer and encouraging them to be ambassadors, driving return future trips with friends and family.

To make the weekend as big a success as always, we need your support!

This document provides information and guidance for businesses participating in the Big Weekend.

**Included in this toolkit is:**

- A list of key dates
- Details on how you can get involved and sign up
- Guidance on how ticket allocation will work and helpful guides on how to submit tickets
- A guide to how you can promote your attraction and the Kent Big Weekend campaign to your audiences

# What is Big Weekend?

The Big Weekend is all about celebrating Kent's tourism offer. It exclusively allows local Kent residents to bid and win free tickets from an array of places to visit and things to do on their doorstep, giving them the opportunity to explore local attractions that they might not have otherwise visited, instilling a sense of pride in their home county and inspiring them to share their enthusiasm with visiting friends and family.

In 2024 the Big Weekend will take place on **20th - 21st April**.



71

Businesses participated last year



3388

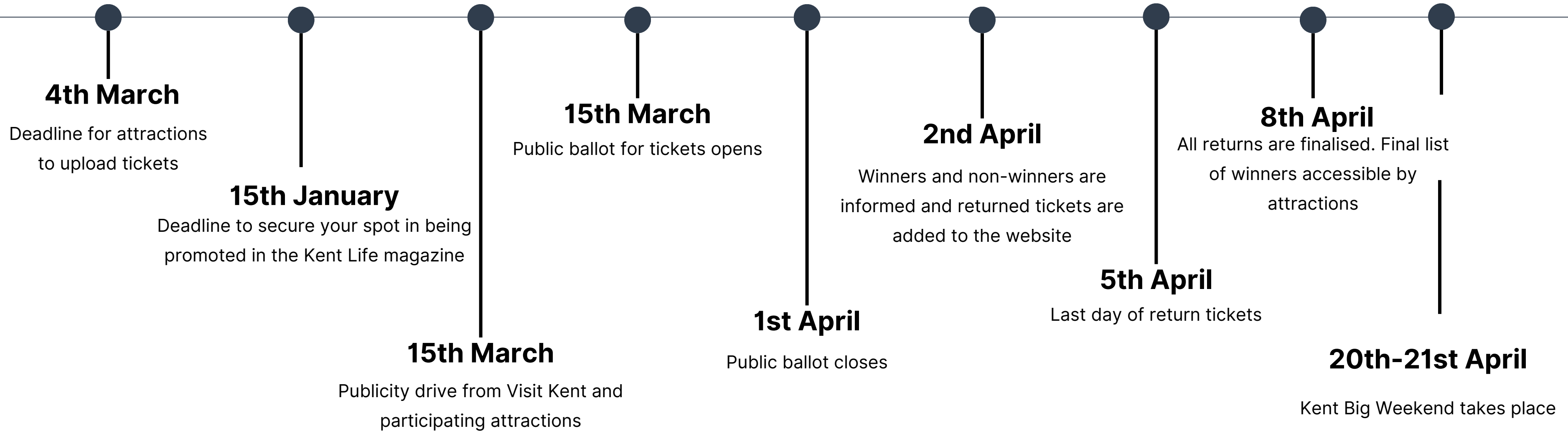
Tickets were submitted



152,235

Residents entered for tickets

# 2024 Big Weekend Timeline



# Why get involved?

Visiting friends and relatives make up 40% of all visitors to Kent. Therefore it's really important that we raise awareness of all the amazing things to do in the county with our residents who can then act as ambassadors for your business. Word-of-mouth recommendation is priceless, particularly at a time when consumers are making trade-offs on where their discretionary spend is used for best value.

- Big Weekend is a cost effective solution for **raising awareness** with our key resident audience
- **Dedicated listing** on the Big Weekend website and FREE display posters
- **Gain additional exposure** through the campaign marketing and PR
- Receive **opt-in data** for all those who bid for your tickets, allowing you to build a relationship with an engaged audience
- If you **sign up before 15 January**, you'll secure a place in Kent Life magazine



"We want to support the event and offer people the opportunity to visit for free. We think it is a fun event and a nice initiative to be involved in. We have gained wider coverage and the opportunity to gain visitors who otherwise might not have wanted to come to us."

“ I completely believe that residents don't visit what is on their doorstep and with the VFR market so big in Kent I think it's important to offer this opportunity to residents. “

# How can I get involved?

To register your business and submit your tickets, go to: <http://www.kentbigweekend/attraction-register>.

If you have participated in Kent Big Weekend before, go to: <https://kentbigweekend.co.uk/attraction-account/> to login.

When you have uploaded your tickets and the process is complete, you can log out. You can return to edit the details for your attraction or the details of your tickets at any time up until the cut off point for the ballot going live.

**Deadline to upload tickets: 4 March 2024.**

We will continue to provide updates for business throughout the onboarding process with reminders for deadlines etc.



# How will ticket allocation work?

Tickets are allocated via the website through a ballot system and are available for Kent residents over the age of 18. All participating business must register pair(s) of tickets, for residents to apply for.

We have attached some helpful links and further guidance on how to sign up for the Big Weekend.

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[To visit the Big Weekend website click here](#)



[Access Big Weekend FAQ's here](#)



[Watch our guide on how to sign up and submit your tickets here](#)



[Register for our upcoming webinar providing an overview of the Big Weekend](#)

## Additional opportunities for promotion

We have drafted a selection of sample social media messages for you to use in your media promotions for the Big Weekend.

**[Download sample social comms here](#)**



## Press interviews

The Big Weekend generates a huge amount of media coverage each year with the local press, and we always try to feature as many participating attractions as possible.

For those who don't like to be interviewed(!), you can send a short quote on behalf of your attraction about why you signed up to Kent Big Weekend and how it benefits the county to [press@visitkent.co.uk](mailto:press@visitkent.co.uk).  
If you have any PR queries around Kent Big Weekend, please don't hesitate to contact [press@visitkent.co.uk](mailto:press@visitkent.co.uk).



Questions? Email us at  
**[bigweekend@visitkent.co.uk](mailto:bigweekend@visitkent.co.uk)**

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