

# KENT BIGGER WEEKEND

26th to 27th June 2021 and beyond

## Kent Bigger Weekend Attractions Toolkit

The Kent Big Weekend just got bigger!!

We are excited to be launching the 2021 Kent Bigger Weekend, offering not only Kent residents but also Essex and East Sussex residents the chance to win free tickets and days out to attractions across Kent. We will also be running across an entire month from 26 June to 23rd July and beyond. This toolkit provides information and guidance for businesses participating in the Bigger Weekend.

Included in this toolkit is:

- A list of key dates.
- Details of how you can check your ticket offer.
- Guidance on how ticket allocation will work.
- Important links.
- A guide to how you can promote your attraction and The Kent Bigger Weekend.

Please read through this toolkit and contact us should you have any further questions.



## KEY DATES



### 10 MAY

Ensure your online listings are up to date:

- Ticket offers.
- Your attraction information.
- Images.

### 31 MAY

Public ballot for tickets opens

### 21 JUNE

Winners and non-winners are informed

### 25 JUNE

All returns are finalised  
Final list of winners accessible by attractions

### 17 MAY - 18 JUNE

Publicity drive from Visit Kent and participating attractions

### 18 JUNE

Public ballot closes

### 21 - 24 JUNE

- Returned tickets are added to the website
- Non-winners are encouraged to claim tickets

### 26TH JUNE - 23RD JULY

The Kent Bigger Weekend takes place

**The content management system**

[www.kentbigweekend.co.uk/attraction-account](http://www.kentbigweekend.co.uk/attraction-account)

Add/amend your ticket offers and attraction/business details. You should have already created a log in and password when you first registered at:

[www.kentbigweekend.co.uk/attraction-register](http://www.kentbigweekend.co.uk/attraction-register)

**Preview what the public will see**

If you are logged in to your attraction/business account you will also be able to view the listings before the public have access

[www.kentbigweekend.co.uk/attractions/](http://www.kentbigweekend.co.uk/attractions/)

## WEBSITE LINKS

Add, amend and manage your ticket offers



## LOGOS

The 2021 Kent Bigger Weekend logo is available to download from Visit Kent media library:

[Visit the Visit Kent Marketing Hub](#)

## BALLOT OPENS

When the ballot opens on 31st May, all businesses need to promote The Bigger Weekend as much as possible to spread the word and get as many people registering for tickets as possible.

A guide on how to promote The Bigger Weekend is available below.

## BALLOT CLOSES

Once the ballot closes on 18th June, the available tickets will be automatically allocated by ballot, and people will be informed by email on 21st June if they have been successful. Non-winners will be invited by email to keep checking the website for any returned tickets that may become available until the 24th June.

At this point, all businesses will be able to log onto the website to download a provisional list of their ticket holders. Please note that this list is subject to change up until the returns period has closed on 25th June.

We suggest that non-winners are sent other offers by the businesses for whom they bid for tickets – they have genuinely expressed an interest in visiting and will therefore be ‘warm’ to other offers.



## RETURNS

People can return their tickets to The Bigger Weekend website up until 23rd June, enabling the public to continue to check the website for returns up until this point. If you still have tickets for your own venue available, we would strongly encourage you to promote this to your own non-winners in order for these to be redeemed.

## HOW WINNERS REDEEM THEIR TICKETS

All businesses will be able to access and download a full and final list of their ticket winners from 25th June – this will be a simple list of their names and email addresses, so you know how many people to expect.

Winners will be asked to bring either a printed copy of their email ticket, or show the ticket on their phone/tablet to attraction staff on the day.

Each business is responsible for managing its own ticket redemptions and confirming proof of ticket ownership to their satisfaction. Please ensure that all front of house staff on the day are fully briefed and aware of your process and that Bigger Weekend winners will be arriving.

We encourage venues to make Bigger Weekend winners feel particularly welcome on arrival, so that they leave with a very positive impression of the attraction. You could put up extra welcome signs, take photos of guests, and/or give them a small welcome gift – for example a guide book, refreshments etc.



## NO SHOWS

We advise businesses that the redemption rate for tickets can be around 60% – this can fall or rise depending on the business, the weather or other circumstances, but do not worry if not all ticket holders arrive.

Some ticket holders may try to contact you advising that they cannot attend and would like to offer their tickets to other people. We will not be able to reallocate tickets on the day through our systems, but you may wish to offer them to other people via social media on the day. This is entirely at your discretion and you can decide your approach and manage the process yourself.

## SELFIES

We will be encouraging people to take the best selfie they can that shows off their allocated business during the Bigger Weekend. Visitors will be asked to take part using **#KBWselfie**, and all businesses are asked to promote this and to encourage visitors to get involved.



## HOW TO PROMOTE THE BIG WEEKEND



**The Bigger Weekend is about creating a huge buzz**

The Bigger Weekend is about creating a huge buzz and getting everyone in Kent talking about the wonderful things to see and do. We encourage all businesses to spread the word about the event and their ticket offers on their own digital and communication channels, both to consumers and to staff.

### Here are some tips:

- Be creative. Stage photos, create memes, record videos – do something fun and fresh to encourage more people to sign up to The Bigger Weekend and view ticket offers to your attraction.
- Spread the word on social media, and talk to us, the media or other attractions about The Bigger Weekend to build excitement.
- Add details or the campaign logo to your website to show you are participating.
- Invite the media to visit during The Bigger Weekend and to cover the event live from your venue (and please let us know if you do so).
- Encourage your staff to take part. It's a great opportunity to see different attractions and to learn from other venues while having a great day out! Ensure they tell their families and post it on your intranet/noticeboards and share it at staff meetings.

## WEBSITE COPY

If you wish to promote The Bigger Weekend on your website, blog etc, please ensure you include the following information:

- Kent Bigger Weekend takes place between **26th June and 23rd July 2021**.
- Register for tickets at [www.kentbiggerweekend.co.uk](http://www.kentbiggerweekend.co.uk)
- The ballot opens **31st May** and closes **18th June**. Two tickets per household will be allocated by ballot to the lucky winners, although some family tickets will be available as well.
- The event is organised by Visit Kent.
- The aim of The Bigger Weekend is to encourage local residents to discover and experience the many wonderful attractions and activities and experiences available close to home – and to spread the word to others.
- #Kentbiggerweekend



## TWITTER / FACEBOOK / INSTAGRAM

- Create an event page on Facebook
- Always use #kentbiggerweekend
- Include a link to [www.kentbiggerweekend.co.uk](http://www.kentbiggerweekend.co.uk)
- Tag @VisitKent

## PRESS INTERVIEWS

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

Journalists may contact participants in their catchment area for quotes, so please be prepared for this and have an agreed spokesperson ready. Feel free to send us your spokesperson's contact details so that we can pass these on to the press (when requested).

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 The Bigger Weekend and how it benefits the Kent to [BigWeekend@visitkent.co.uk](mailto:BigWeekend@visitkent.co.uk)  
If you have any PR queries around The Kent Bigger Weekend, please don't hesitate to contact [BigWeekend@visitkent.co.uk](mailto:BigWeekend@visitkent.co.uk)



## SAMPLE TWEETS

### Registration opens

And the #kentbiggerweekend ballot is open! Enter for free tickets to see us at [www.kentbigweekend.co.uk](http://www.kentbigweekend.co.uk) @VisitKent

We're part of #kentbiggerweekend! Enter for free tickets at [www.kentbigweekend.co.uk](http://www.kentbigweekend.co.uk)  
Hope to see you there! @VisitKent

We can't wait to be part of the #kentbiggerweekend. we're offering XXX  
[www.kentbigweekend.co.uk](http://www.kentbigweekend.co.uk) @VisitKent

Fancy free tickets? Registration for the #kentbiggerweekend is open! Go to [www.kentbigweekend.co.uk](http://www.kentbigweekend.co.uk) for a chance to see us! @VisitKent

How about a FREE day out? Make sure you join us for #kentbiggerweekend. Go to [www.kentbigweekend.co.uk](http://www.kentbigweekend.co.uk) for your chance to win! @VisitKent

Not long left to register for a free day out at #kentbiggerweekend! Go to [www.kentbigweekend.co.uk](http://www.kentbigweekend.co.uk) your chance to visit us. @VisitKent



### Big Weekend build up

It's nearly here! Be sure to redeem your tickets and we'll see the lucky winners soon  
#kentbiggerweekend @VisitKent

#kentbiggerweekend is only a few days away- don't forget to redeem your tickets!  
@VisitKent

#kentbiggerweekend is just around the corner- so excited to see this year's lucky  
ticket holders! @VisitKent

We're excited for free days out with #kentbiggerweekend! If you're one of the lucky  
winners, make sure you redeem your tickets! @VisitKent

## SAMPLE TWEETS

### Big Weekend itself

Today is the day people! We want to see all your #kentbiggerweekend adventures, so be sure to share them with us and @VisitKent#KBWselfie!

We'll see the ticket holders for #kentbiggerweekend very soon – have fun and send us your pics! @VisitKent #KBWselfie!

Who else is having a fantastic day at #kentbiggerweekend? Share your selfies with #KBWselfie @VisitKent

Can free tickets get any better? YES, simply share your #kentbiggerweekend selfies with #KBWselfie!

#kentbiggerweekend is almost here! Congrats to the lucky winners

Looking forward to welcoming more #kentbiggerweekend visitors again today! Don't forget to Tweet your #KBWselfie @VisitKent

Out and about for #kentbiggerweekend? Post a selfie to Instagram or Twitter with #KBWselfie!

## ENJOY!

