

HERTS BIG WEEKEND™

Saturday 5th and Sunday 6th April 2025

Get involved!

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

VISIT HERTS | BIG WEEKEND 2025



Local Visitor
Economy
Partnership

Recognised by



VisitEngland



VISIT HERTS

Introduction

2025 marks the 19th year of the Herts Big Weekend

The Big Weekend is open to all Herts tourism businesses to participate in, and we're excited to launch the campaign again for 2025! 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 Herts Big Weekend campaign to your audiences

What is Big Weekend?

The Big Weekend is all about celebrating Herts' tourism offer. It exclusively allows local Herts 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 2025 the Herts Big Weekend will take place on **5th - 6th April**.



32

Businesses participated last year



257

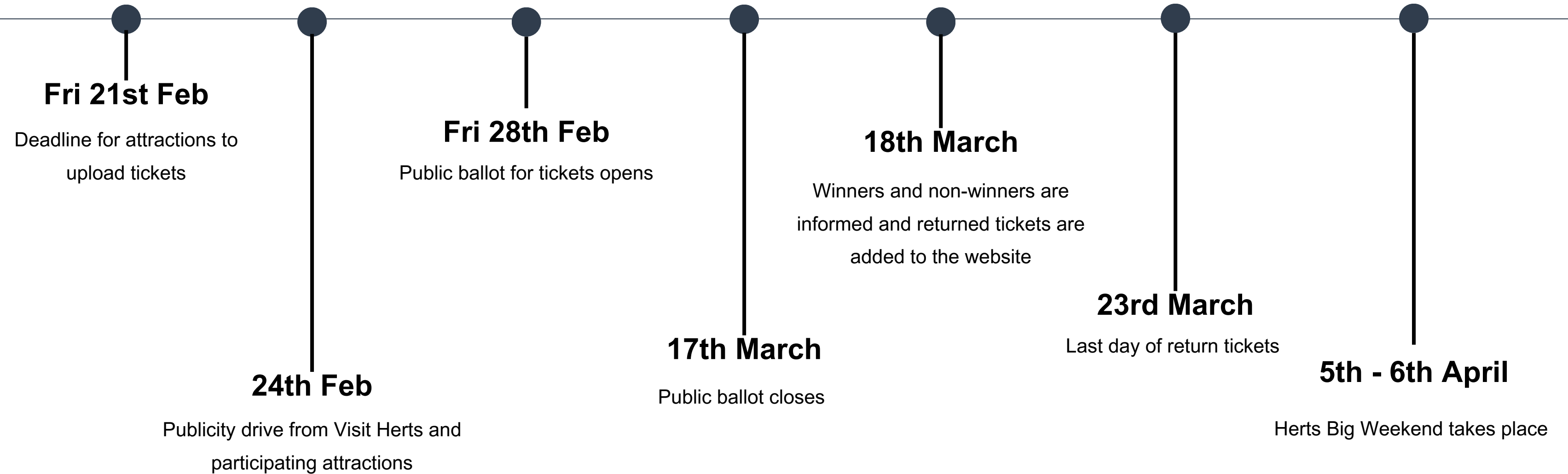
Tickets were submitted



44,970

Residents entered for tickets

2025 Big Weekend Timeline



Why get involved?

Visiting friends and relatives make up 40% of all visitors to Hertfordshire. 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



“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.”

How can you get involved?



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

If you have participated in Herts Big Weekend before, go to: <https://hertsbigweekend.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: 21st February 2025.

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 Herts residents over the age of 18.

All participating businesses must register pair(s) of tickets, for residents to apply for.



Here are some helpful links and further guidance on how to sign up for the Big Weekend.



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



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



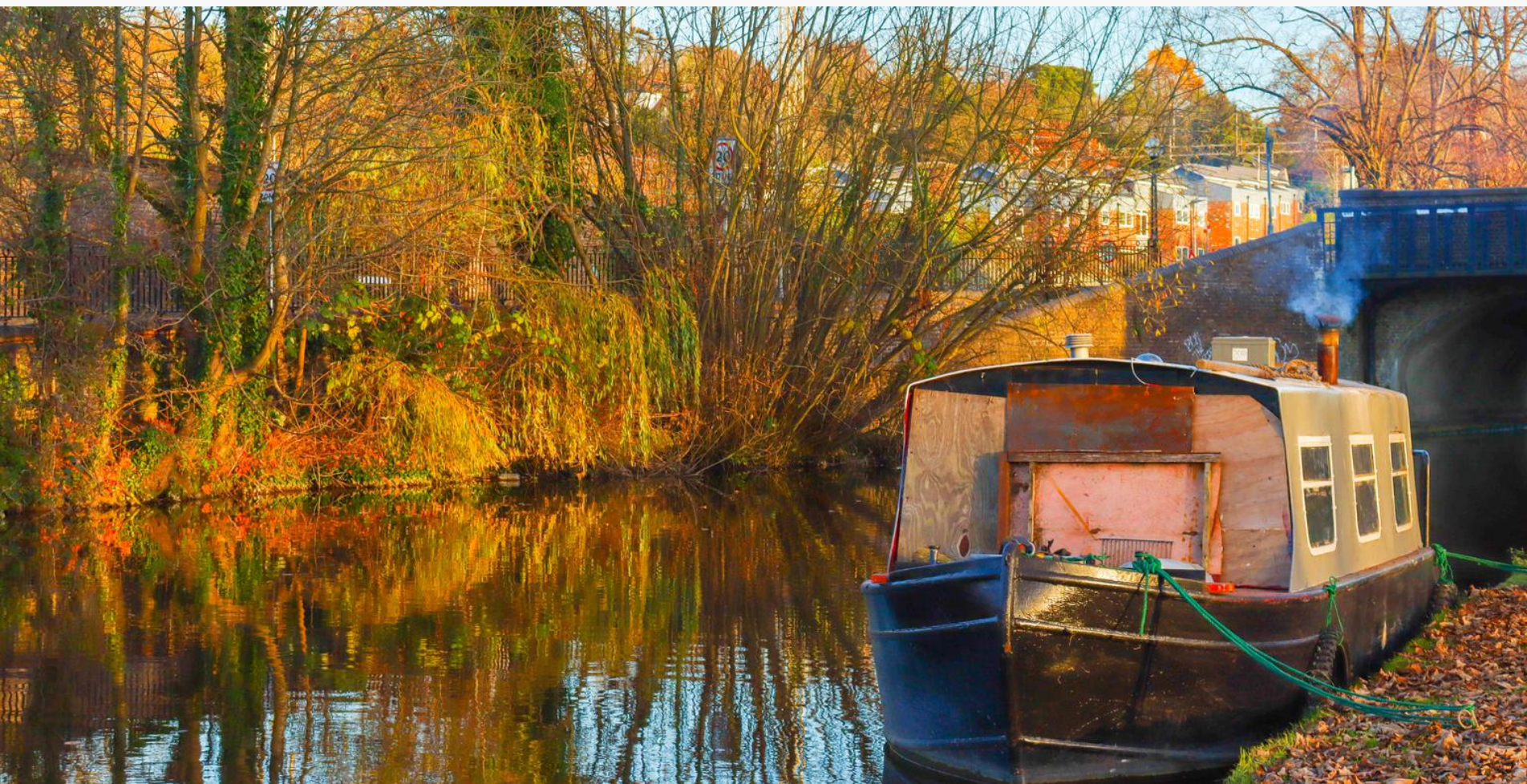
[Watch our guide on how to sign up and submit your tickets here](#)

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 Social Media Toolkit here

Order Promotional Posters 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 Herts Big Weekend and how it benefits the county to press@visitherts.co.uk.

If you have any PR queries around Herts Big Weekend, please don't hesitate to contact press@visitherts.co.uk.

Questions? Email us at
bigweekend@visitherts.co.uk

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