Inspiring the island to fall in love with tourism...
A Big Weekend for Jersey
• Kent Big Weekend launched in 2006
• Herts Big Weekend launched in 2016
• Essex Big Weekend launched in 2017
• Big Weekend franchise since 2017
What is the Big Weekend?

• Encourages residents to discover their own place and share a sense of pride
• Promotes experiences and attractions
• Encourages word of mouth recommendations
• Gives tourism businesses the opportunity to reach new audiences
• Grows the VFR sector
• Kick starts the tourism season

*(signature event of English Tourism Week)*
The proportion of Holiday visits to Jersey choosing the island for the first time is 48% with 52% being repeat visits.
How does it work?

- Attractions donate tickets for local residents to win in a ballot
- PR and social media campaign for votes
- Ballot allocates tickets to winners fairly
- Automated process to email winners, issue tickets and send reminders
Promoting the Big Weekend

- Newsletters
- Social media
- Selfie competition
- PR coverage
- Media partner
- Politicians’ involvement
Campaign Toolkit

- Sample Communications
- PR templates
- Sample Social Media posts
- Competition samples
Consumer Data

- Data collection
- Sign-up options
- Data sharing
What are the benefits?

- Raising awareness of the fantastic experiences Jersey has to offer
- Introducing new visitors who become repeat/loyal advocates
- Engaging politicians about the value of tourism to the area
- Encouraging repeat visits with the Visiting Friends and Relatives market
- Media coverage
- A real ROI!
### Big Weekends - 2019 success stories

#### Kent Big Weekend™
- **Saturday 6th & Sunday 7th April 2019**
- Attractions 2019: 138
- Pairs of tickets 2019: 18,040
- Applications 2019: 296,238
- Page views 2019: 1,400,000

#### Herts Big Weekend™
- **Saturday 6th & Sunday 7th April 2019**
- Attractions 2019: 61
- Pairs of tickets 2019: 1,213
- Applications 2019: 59,296
- Page views 2019: 240,000

#### Essex Big Weekend™
- **Saturday 6th & Sunday 7th April 2019**
- Attractions 2019: 72
- Pairs of tickets 2019: 6,257
- Applications 2019: 86,740
- Page views 2019: 465,538
How the Kent Big Weekend has got bigger over the years….

<table>
<thead>
<tr>
<th>Year</th>
<th>Attractions</th>
<th>Winnable ticket pairs</th>
<th>Applications</th>
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<tr>
<td>2019</td>
<td>138</td>
<td>18,040</td>
<td>296,238</td>
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<tr>
<td>2018</td>
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<tr>
<td>2017</td>
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<td>184,000</td>
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</table>

* In 2017 an air show event offered 5,000 pairs of tickets
Don’t take our word for it……
The Big Weekend Package

- To gain cut through with visitors, hospitality staff, politicians and residents
- To use a tried and tested campaign to launch the Jersey Big Weekend
- Experienced team “at your side”
- You are not alone!

Image: winner of the 2018 Kent Big Weekend Selfie competition
A Big Weekend for Jersey

Thank you