

JERSEY BIG WEEKEND®

with JT 

Saturday 28th & Sunday 29th March 2020

Industry FAQ's

2020 heralds the first Big Weekend for Jersey. To make the weekend as much a success as possible we need your support! The Big Weekend is open to all Jersey tourism, hospitality, and retail businesses to participate and we hope you can join us as we celebrate all that is great about the island on one special weekend in March.

What is Big Weekend

The Big Weekend is all about celebrating Jersey's tourism offer. It gives local residents the opportunity to win free tickets to the array of places to visit and things to do on their doorstep. They can then recommend them to their friends and family. In 2020 The Big Weekend will take place on 28th and 29th March alongside the JHA's Zest Festival.

Why should I get involved?

The Big Weekend is a tried and tested campaign that reaps benefits for tourism businesses. We know that many residents do not visit the places on their doorsteps – The Big Weekend gives them the opportunity to do this, for FREE. Residents will be given the opportunity to explore attractions that they might not have otherwise visited and to discover hidden gems. The Big Weekend instils a sense of pride in their island and will inspire them to share their enthusiasm with visitors, friends and family. Word of mouth recommendation is priceless.

How are tickets allocated?

The Big Weekend has a dedicated web platform – www.jerseybigweekend.co.uk. Tickets are allocated via the website through a ballot system. Tickets are only available to people living on Jersey (the system works via postcodes) and only to residents over the age of 18. Residents can apply for up to 1 pair of tickets per attraction.

The ballot will be open between 13th February and 9th March 2020. The system randomly selects winners for attractions from those who have applied. If residents are successful for one attraction, they will be removed from the ballot for any other attractions they have applied for – they can only win tickets for one attraction. Everyone who enters the ballot will receive an email, notifying them whether they have been successful or not. If successful, they will be sent an email with a link to their ticket, which they must download, print and take along to the attraction with them on the day.

How many tickets should I offer?

There is a minimum of 10 pairs or family tickets per attraction required to participate but the number you offer is optional; we have provided below guidelines for tickets based on annual footfall. You should bear in mind that, on average, especially for smaller attractions, only about half of ticket holders turn up, so not all tickets will be used. You may wish to offer more than you expect to be redeemed to ensure a good turnout.

The following is a guide based on visitor numbers but the minimum number is 10 pairs or family tickets:

over 100,000 = 250 tickets	over 5,000 = 50 tickets
over 50,000 = 150 tickets	under 5,000 = 20 tickets
over 15,000 = 100 tickets	

What type of tickets should I offer?

The ticket offer should give the visitor a chance to really experience the best of your business to ensure they become an ambassador for you. Examples of tickets:

Attractions: Free entry. Consider adding a behind the scenes experience or tour to make it an even more memorable visit for the winners.

Activity Providers: Free activity such as a guided walk, coasteering, paddle board hire, RIB trip, boat hire.

Hotels: Spa access, spa treatments, meals or overnight stays.

Retailers: Gift vouchers, personal shopping experiences, tasting sessions.

The above is for a guide only – if you're unsure please reach out to product@visitjersey.je. For particularly high value items e.g an overnight stay, boat charter etc you would naturally offer less tickets.

Do I have to offer tickets for both days?

You can offer tickets for just the 28th or the 29th March, or both. You also have the opportunity to offer tickets on a completely different date if The Big Weekend is not suitable – for example if your attraction does not open until later in the season. It is your choice how you want to manage the promotion.

My venue is free entry, can I still take part?

Yes. If your venue is already free, to participate in The Big Weekend you can offer something extra, such as a guided tour, a behind the scenes tour, a special event, food and beverage offers or a meaningful gift to make the offer more attractive. The more special or unique the offer, the more attractive your venue will be to residents.

My venue will not be open for the season in time – can I still take part?

Yes – depending on your operation you might invite a small number of people to a special preopening “preview” or you can offer tickets valid for a date once you are open (but still in the early part of your season so that you reap the benefit of return visits later on).

What is the timeframe?

Businesses can sign up and offer tickets via the Big Weekend website until 17th January 2020. The ballot will go live in February 2020. Residents will have over 4 weeks to enter the ballot. Tickets will be issued in March. The Jersey Big Weekend is on the 28th and 29th March.

What will happen on the weekend?

Once the draw has taken place, you will be able to log back into the website to access and download the ticket allocations and names. Ballot winners will arrive at your venue with a printed or downloaded ticket on the phone. You will be responsible for the visitor experience on the day, which would include the redemption of tickets and briefing your staff before the event to ensure a suitable welcome.

What redemption rate should I expect on the weekend?

Our experience is that there is an average redemption rate of around 60%. This does however depend on the type of attraction. The weather is also a big factor in determining redemption on the day.

Do winners spend any money when they arrive?

Yes – our experience is that as two people come free on their winning ticket, party sizes are usually larger than this and so additional tickets are purchased on arrival. There is also a tendency to spend more in gift shops and food and beverage outlets.

How can I promote The Big Weekend through my marketing channels?

Participating attractions will be supplied with a marketing toolkit that will include sample copy, social media guidelines and logos. Posters may be supplied. The more businesses that can spread the word the better.

Why is Big Weekend so early in the season?

We know from many years of research into Big Weekends taking place in other destinations that the 'free' visits over the weekend generates repeat (paid) visits later in the year. It is also used to 'kick-start' the season and generate publicity for new aspects of attractions or tourism businesses. Taking place before Easter also does not cannibalise any busy periods later on.

How can I get involved?

To register your business and to allocate tickets to the ballot go to www.jerseybigweekend.co.uk/attraction-register. Once the tickets you are offering are added, the process is complete and you can log out. You can return to edit the details for your attraction or the details of your tickets up until the cut off point for when the ballot goes live. We will send you updates to let you know when this will be.

Do I have to register my information in future years?

If your tourism business has taken part in a Big Weekend you will be able to log in, check through your details, allocate your tickets for that year and approve your details by going to www.jerseybigweekend.co.uk/attraction-account

If you require further information about The Big Weekend,
please contact the Visit Jersey team on:

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Email: bigweekend@visitjersey.je