

Days Out Guide Partner Pack



Join us as a Days Out Guide partner

Days Out Guide is an established National Rail programme, running since 2002 and trusted by customers. Every year over **1,447 million** journeys are made on the National Rail network. We want to inspire the British public to visit the UK's fantastic attractions by train and we'd love to have you on board!



Why partner with us?

Our partnerships are a valuable tool in driving inclusive and sustainable growth:



Increased footfall - last year our 2FOR1 promotion attracted 1 million customers to our partners' attractions.



Extend your reach to new customers and audiences through above and below the line marketing activity with National Rail and Britain's Train Operating companies.



Demonstrate your commitment to sustainability. As we all work to reduce energy use and cut carbon emissions, Days Out Guide partnership enables you to demonstrate a commitment to sustainable travel* to and from your venue.



Be more inclusive and accessible to a wider number of audiences by promoting your attraction specifically to non-car users, and senior and disabled railcard holders.



Benefit from association with our established and trusted national brand - Days Out Guide, which has over 400,000 registered users - as well as visibility in our wide-reaching marketing programmes.

Compared to travel by car or plane, train travel reduces carbon emissions by two thirds, and the rail industry is working hard to become even greener. Days Out Guide promotes travel to destinations in an eco-friendly way with as low an impact as possible on the environment.



Partner - facts and figures



Dedicated **listing on the Days Out Guide website** which has **400,000 registered users**.



Days Out Guide **linked from all Train Operating Company sites**.



6.5 million active railcard holders.



Days Out Guide & Train Operating Company's social media visibility – circa **4.5 million followers**.



200,000 Days Out Guide leaflets distributed at our mainline stations.



Option for customers to book online, giving you the opportunity to receive direct sales through your website, collect customer data, and gain information on trends and lead times for bookings.

Our research tells us that ...



7 out of 10 customers
had a new idea for a
day out... thanks to
2FOR1



100% of customers
have or intend to
recommend 2FOR1



80% of customers
said 2FOR1 made
them aware of
attractions they had
not previously heard
of



90% of customers
felt 2FOR1 was better
value than other offers

Who are our customers?



Urban Millennials
26-34 singles
Homesharers / first home



Family Days Out
35-55 married
Own home



Culture Couples
35-55 single / married
Own home



How does it work?

National Rail works in partnership with train operating companies to deliver the programme. To access the offers, customers must have a valid train ticket.

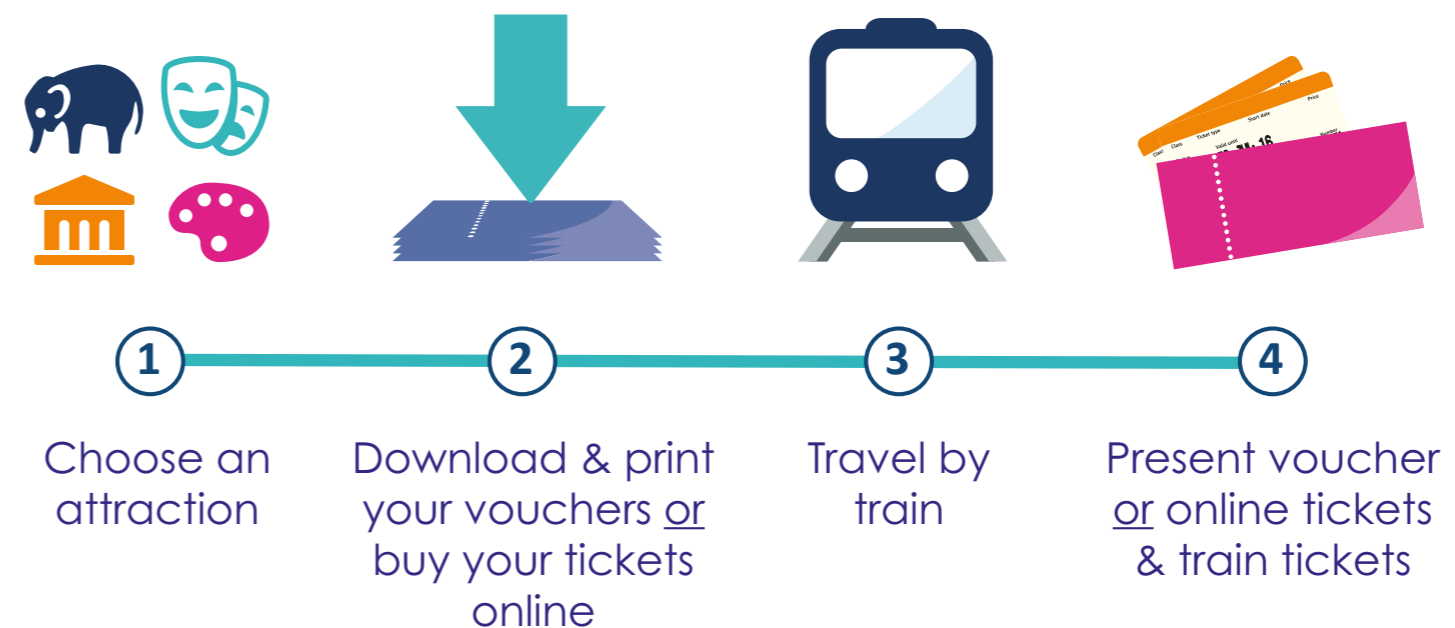
They need to:

- complete an online form and download a voucher which they show on arrival, along with their train tickets, or
- purchase advance tickets on your website at a 2FOR1 rate in advance of their trip via a unique link and using a promo code. On arrival, the customer shows their National Rail ticket and pre-purchased attraction ticket.

The advance bookings option both secures your sale and can lead to improved customer experience, with reduced on the day entry times, and enabling better forward planning and impact measuring.

One person pays the full price (mostly based on adult ticket) and a second person gains free entry.

The mechanics of the 2FOR1 offer are simple and trusted by customers:



Our recent partnerships

We've developed successful and commercially effective long-term partnerships with a number of fantastic attractions, venues and experiences over the last two decades. As a result of these great partnerships, last year alone we inspired and enabled 1 million people to enjoy unforgettable days out.

Sustainability

Get in touch to discuss how you can demonstrate your organisation's commitment to sustainability by partnering with Days Out Guide.

New customers

Want to attract new customers? Talk to us about how we can help increase footfall to your attraction or venue by offering 2FOR1 offers to Days Out Guide customers.

Brand boosting

Ask us how we can help amplify your brand and help generate positive social media coverage by offering Days Out Guide competition prizes.



The preliminary Green Travel Pledge carbon calculations

Long distance travel rail route: London King's Cross to Edinburgh Waverley Station

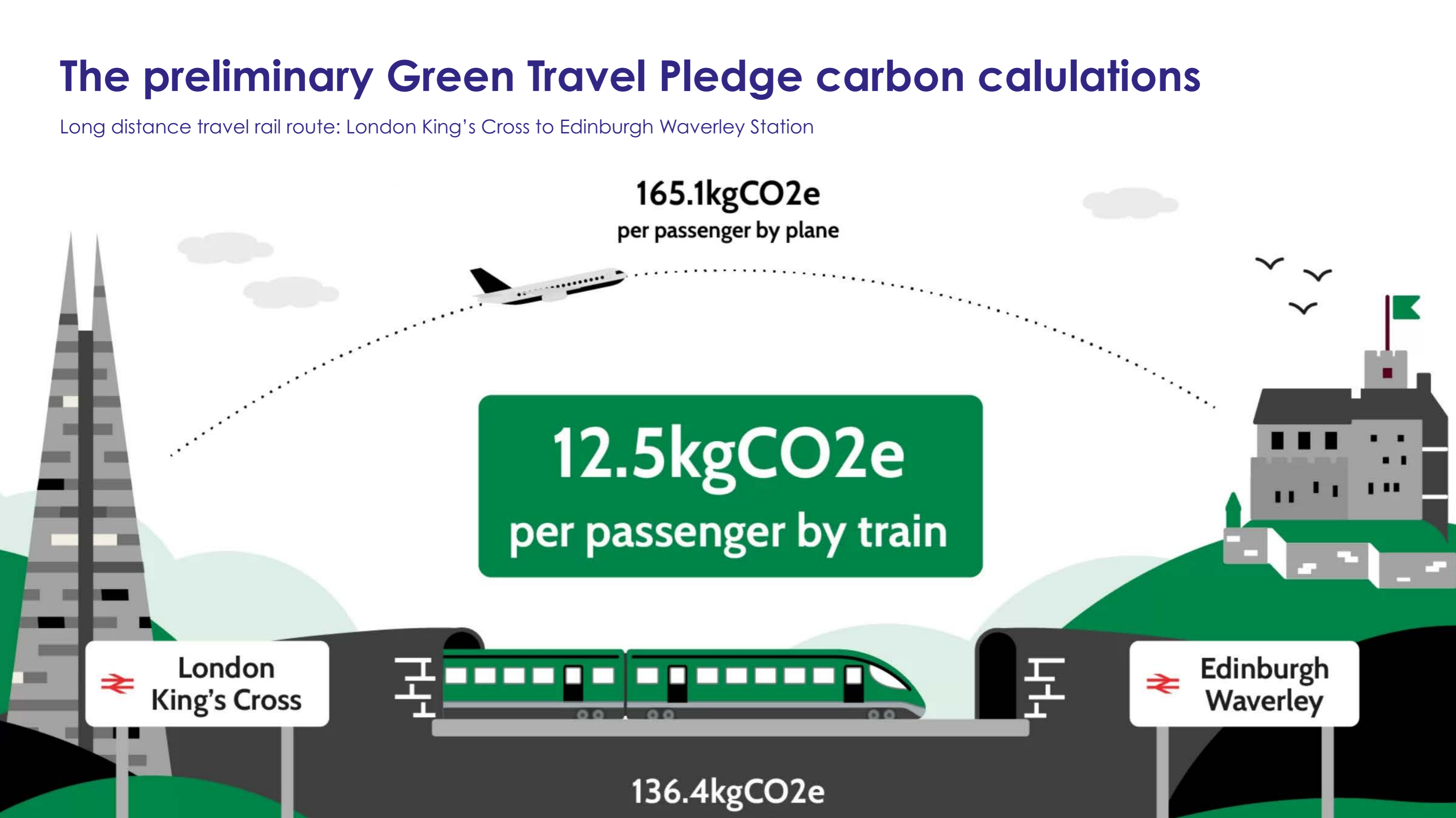
165.1kgCO₂e
per passenger by plane

12.5kgCO₂e
per passenger by train

 London
King's Cross

 Edinburgh
Waverley

136.4kgCO₂e



Get in touch

Join over 300+ top attractions, businesses and brands already signed up to 2FOR1.

Contact our Corporate Partnerships team for more information on how you can benefit from our Days Out Guide brand and reach.

attractions@daysoutguide.co.uk

