

# KENT Business GARDEN of ENGLAND

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## The Kent Big Day Out ballot is now live!

The Kent Big Day Out is all about celebrating what is great about the county and helping local Kent people to discover the great places to visit and things to do on their doorstep, so they can recommend them to their friends and family.

Our 2022 Big Day Out campaign is now live, and we're so pleased to see such a variety of businesses that have submitted tickets and experiences this year. If you have registered, you will now see your attraction listing and ticket offering live on the [Kent Big Day Out website](#).

[VISIT THE KENT BIG DAY OUT WEBSITE](#)

## What are your next steps?

Kent's residents will now be able to enter the ballot to win the tickets of their choice until midnight on 6th September when the website will close for applications.

The system will then randomly select 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.

Once the draw has taken place, businesses will be able to log back in to access and download the details of the visitors that have won tickets. These ballot winners will arrive at your venue with a printed ticket. 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.

[READ OUR FAQs HERE](#)

**Help us spread the word!**

We want to ensure we reach as many people as possible living in Kent to tell them about this fantastic opportunity to discover more about what's on their doorstep, and to encourage them to get involved.

We've created a dedicated business toolkit which includes all the information businesses need to help us spread the word on their own channels. The toolkit includes details on how winners redeem their tickets, key dates and timelines, sample social media copy, plus messages to promote travelling by public transport and more!

**DOWNLOAD THE BUSINESS TOOLKIT HERE**

**If you have any questions or need any further information about Kent Big Day Out, [contact the Visit Kent team here](#).**

#### **Tourism support and advice**

To discuss how you can work more closely with Visit Kent, please [contact us](#).



#### **VISIT OUR B2B WEBSITE HERE**

Read more about tourism businesses support and advice, Covid-19 updates, national tourism insights and resources and opportunities to get involved in our activity

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