



SOUTH WEST

The widest choice of

**2FOR1
OFFERS**

WHEN YOU GO BY TRAIN

daysoutguide.co.uk



National Rail
Britain's train companies working together

Who are we?

- **Days Out Guide** is a National Rail programme running since 2002
- Last year **2FOR1** promotion attracted over 1 million customers to visit attractions
- National Rail works in partnership with train operating companies to deliver the **2FOR1** programme
- Over 300 top attractions are signed up to **2FOR1** inc. restaurants, theatres, exhibitions and more



Mission
Inspire the
British domestic
market to visit
Britain's fantastic
attractions by train.



How does it work?

One person pays full price (mostly based on adult tickets) and the second person gets free entry to the attraction.





Over 7 million
leisure travellers a year arrive in the
South West of England from other regions

Benefit from a huge reach

Every year **over 100 million** leisure journeys
are made across Britain



1 million to Bristol
800,000 to Wiltshire
800,000 to Gloucestershire

Who are our customers?



Urban Millennials

26-34 singles

Homesharers / first home

Outer London / Urban South East



Family Days Out

35-55 married

Own home

Suburban South East



Culture Couples

35-55 single / married

Own home

Suburban South East



Our latest research tells us that...



100% of customers have or intend to recommend 2FOR1



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



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



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

Why join 2FOR1 DaysOutGuide programme?

Benefit from unique access to a new audience
with above and below the line marketing activity
through National Rail and Britain's Train companies.

The stats:

- £ 2.4 million registered users on DaysOutGuide.co.uk
- 💻 Promotion on train company's websites and platforms
- 📱 Offer promoted within station leaflets displayed at rail stations around the country
- ✉️ Opportunity to feature in monthly e-newsletters
- 👍 110k Social Media following
- RSS Digital acquisitions activity inc. PPC & display
- 💬 PR support and blog feature opportunity



What's next?

To become a 2FOR1 partner or to simply find out more please get in touch:

National Rail Marketing

@ attractions@daysoutguide.co.uk

020 7841 8000

daysoutguide.co.uk



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