

SOUTH WEST

The widest choice of

**2 FOR 1**  
**OFFERS**

WHEN YOU GO BY TRAIN

[daysoutguide.co.uk](http://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.

Claiming your 2FOR1 offers couldn't be easier,  
just follow these four steps



1

Choose an attraction



2

Obtain a voucher



3

Travel by train



4

Present voucher & train tickets

*Get 2FOR1 entry to over 150 top attractions, restaurants, theatres, exhibitions and more, when you travel by train! Just browse our 2FOR1 offers, then download a voucher and present it with your rail ticket when you visit the attraction.*



## Benefit from a huge reach

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



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

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



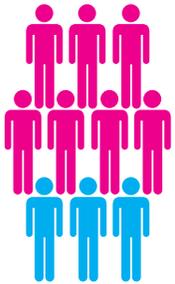
## Our latest research tells us that...



**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
-  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](mailto:attractions@daysoutguide.co.uk)

📞 020 7841 8000

💻 [daysoutguide.co.uk](http://daysoutguide.co.uk)

The widest choice of  
**2FOR1**  
**OFFERS**  
WHEN YOU GO BY TRAIN