



VisitBritain partners with The National Lottery in campaign to boost domestic tourism

VisitBritain

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VisitBritain and The National Lottery have teamed up to launch a new promotion to encourage Brits to visit an attraction this summer, offering £25 toward trips to hundreds of top attractions across the UK.

From 3 July to 30 September, the UK-wide promotion will allow all National Lottery players who enter their National Lottery game reference number on the VisitBritain Shop at [NationalLotteryDaysOut.com](https://www.visitbritain.com/national-lottery-days-out) to redeem a free £25 voucher against entry tickets to hundreds of participating tourist attractions and experiences.

Tourism Minister John Whittingdale said:

“From castles to galleries, botanical gardens to museums, there is so much to do in the UK this summer. Thanks to the National Lottery Days Out Scheme, it is even easier to enjoy Britain’s historic destinations and incredible attractions for less. I encourage lottery players to take advantage of this opportunity to turn their ticket into an affordable day out over the holidays, supporting good causes and local tourism across the country.”

VisitBritain CEO Patricia Yates said:

“VisitBritain is delighted to once again be supporting the National Lottery Days Out campaign. With the summer holidays fast approaching, this timely promotion will support more of us to get out and explore the wonderful visitor attractions and experiences here on our doorstep, enjoy a

great day out with family and friends and boost local economies up and down the country.”

Adam Chataway, Head of Partnerships at The National Lottery said:

“The National Lottery is thrilled to join forces with VisitBritain once again to offer our players the opportunity to see some amazing attractions across the UK this summer, either free or at a hugely discounted price. A huge number of major attractions and historical locations have been funded by The National Lottery over the years and the £25 vouchers are a great way to say a huge ‘thank you’ to our players for supporting culture and heritage across the UK.”

As the National Lottery Days Out campaign delivery partner VisitBritain also wants to support visitor attractions and experiences to drive future sales through its Tourism Exchange Great Britain (TXGB) platform and the VisitBritain Shop, reaching more domestic and international customers.

The campaign is also being supported across VisitBritain/VisitEngland’s channels including newsletters, social media and website content along with media and influencer activity.