

## **National Lottery Days Out Campaign FAQ**

### **Is there a limit on the number of vouchers people will be able to use?**

Yes, there is a limit of one voucher per customer to enable as many people to benefit from the campaign as possible.

### **How are the £25 vouchers administered? Do I have to apply for the £25 back?**

No, you will not need to do any additional administration. This is a benefit of using the VisitBritain Shop to enable us to administer payment directly with the attraction taking part.

### **What is the booking window?**

We anticipate all the vouchers will be claimed by National Lottery players within a 2-4-week window. Consumers will get a voucher code from the VisitBritain Shop that they need to use within 7 days of activating the code. Consumers will then be able to book a time that suits them, the campaign will encourage them to book immediately.

### **How do I keep my product on the shop after the campaign is over?**

You won't need to do anything. Businesses will automatically continue to appear on the VisitBritain Shop and benefit from another route to market for both domestic and international visitors. However, if you do not wish to continue on the VisitBritain Shop, you will always have the option to opt-out once this campaign has finished and your product will be removed.

### **Does my product automatically stay on the shop after the campaign?**

Yes, unless you opt-out.

### **Why have I not received the campaign toolkit?**

We have sent campaign participants an email giving them access to download the toolkit. If you are registered and have not received it please contact us on [daysoutcampaign@visitbritain.org](mailto:daysoutcampaign@visitbritain.org)