



SATURDAY 26 AND SUNDAY 27 MARCH 2022

Discover Lincolnshire Weekend is a part of Visit England's annual English Tourism Week. It is a perfect opportunity to showcase your business to residents and visitors. The Destination Management Organisation (DMO) team at Visit Lincoln is leading the campaign and we'd love for you to join us.

Who can join the campaign?

The weekend is open to all Lincolnshire attractions, retailers or food and drink establishments.

What can you expect from joining the campaign?

By participating in Discover Lincolnshire Weekend 2022, you will benefit from increased visitor footfall, online presence and social media activity.

Visitors will have the opportunity to discover what your venue has to offer with the aim of recommending to friends and family for a return visit in the future!

How to get involved

Email hello@visitlincoln.com with details of what you have planned, which will look like one of the following options.

Option One

Offer visitors free entry to your attraction for the weekend.

Option two

A special offer, activity, or discount to encourage people to get out over the weekend and explore the best of Lincolnshire.

Examples:

- A special Discover Lincolnshire themed fixed price menu.
- A complimentary glass of wine, beer or soft drink with every main meal purchased.
- 10% discount off items in your shop for the duration of the weekend.

How to join the conversation

Post an image or video on your social media accounts and tag in **@VisitLincoln** and use **#DiscoverLincolnshireWeekend**.

Share the www.visitlincoln.com/discover-lincolnshire campaign page on your social media.

Tell us about the people in your business who are passionate and knowledgeable about Lincolnshire and we may feature them on our social media.