



The purpose of the 2FOR1 scheme is to get the domestic market to travel by train to visit Britain's great attractions!



The promotion mechanic for 2FOR1 offers is simple. The customer simply needs to:

- 1** Fill in a 2FOR1 voucher from a station leaflet or online at daysoutguide.co.uk
- 2** Travel by train– **that's a must do!**
- 3** Present a completed 2FOR1 voucher with two valid train tickets at the chosen attraction (or book in advance where required).

The following guide will help you identify valid 2FOR1 vouchers.

All National Rail 2FOR1 vouchers will feature the National Rail logo   (sometimes known as the "BR", double-arrow or crows-foot symbol).

Vouchers from station leaflets

Individual train companies print regional 2FOR1 leaflets that are distributed to National Rail stations across Great Britain.


Vouchers from station leaflets are used by 50% of National Rail 2FOR1 customers.

These vouchers are similar in size to the credit card size rail tickets.

Front



Reverse

Terms & Conditions: 1. Only two people allowed per voucher. 2. You must produce two valid National Rail train tickets as evidence of travelling by train to London - many train tickets display the  symbol. National Rail issued tickets include Off-Peak, Super Off-Peak, Weekend, Advance, Anytime and Season Tickets - see daysoutguide.co.uk for a full list of valid train tickets. 3. Oyster cards (including Travelcard on Oyster), contactless and Freedom Passes are not valid. Underground, DLR and bus tickets are not accepted. 4. For mobile phone tickets please present your phone with the barcode and supporting confirmation email. You will also be asked to show photo ID. 5. The offer listed in this leaflet can valid from 1 November 2014 to 30 April 2015 unless otherwise stated. 6. Amended or defaced vouchers will not be accepted. 7. Acceptance of this voucher is strictly subject to the establishment's own terms & conditions and deemed accepted on admission. 8. Prices are subject to change without notice and are correct at time of going to print. 9. Offers may be withdrawn or subject to change without notice. 10. Exchange or sale of this voucher is prohibited. Not for resale. Voucher value £1000p. 11. Special terms & conditions may apply and will be stated clearly within this publication. 12. Offer valid on full price adult tickets only. An adult is 16 years or over. 13. In the event of a full price and concessionary admission ticket being purchased together, the higher price ticket must be paid for. 14. This voucher must be used at the time of purchase and is not valid for any pre-booked tickets (unless specified otherwise). 15. This voucher cannot be used with any other promotional offer, individual, or group discount, offered by the attractions/venues. 16. Applicable for Madame Tussauds. This voucher is not valid when making advance online card bookings or on purchase of timed tickets, Priority Entrance or Family Tickets. For technical or other reasons some figures may be removed, or parts or all of the exhibition closed. This voucher will only entitle an individual to free entry when they are accompanied by a parent, who is 16 years or over and who pays the applicable full rate. 17. On behalf of the train Companies, ATOC Ltd collects and processes personal information for the purpose of sales analysis and market research. ATOC Ltd is registered in the UK under the Data Protection Act 1998 as a Data Controller.



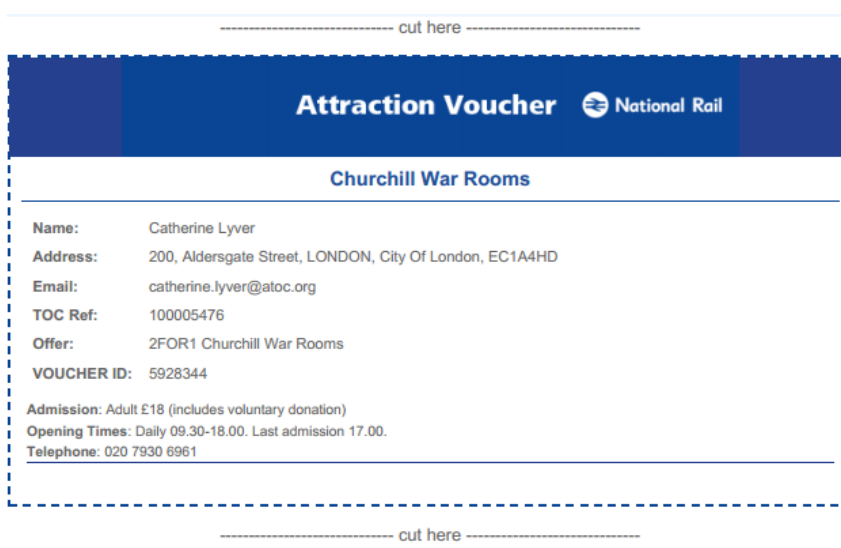
Vouchers from DaysOutGuide.co.uk and train company websites

Rail customers are increasing booking rail tickets online and as a result we are seeing an increase in customers downloading 2FOR1 vouchers from DaysOutGuide.co.uk and train company websites.

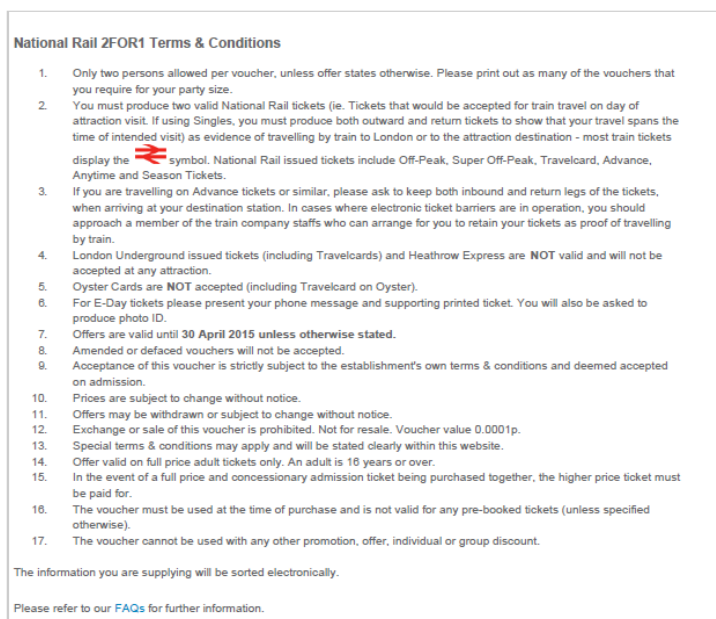
Vouchers downloaded from train company websites look the same as the vouchers from DaysOutGuide.co.uk but may also include their own train company logo alongside the National Rail logo.

These vouchers are usually printed on an A4 sheet of paper. Some customers will trim to the scissor marks but many don't.

Front



Reverse



Vouchers from Direct Mail flyers, advertising in magazines and newspapers

There is a continuous programme of advertising and promotion of the 2FOR1 offers when you go by train and from time to time these adverts include bespoke 2FOR1 vouchers.

These vouchers replicate the station leaflet vouchers but may be printed on different weight papers or newsprint.

The following example is from a direct mail drop to more than 500k households in East Anglia.

Front

Please complete **before** arriving at the venue

Station you are departing from: Attraction:

Date of travel: Redeem for: 2 Adults: or 1 Adult + 1 Child:

First name:

Surname: Postcode:

Please provide your email address for more Greater Anglia and attraction offers:

For terms & conditions see leaflet/reverse of voucher. We will never pass your personal details to any third parties other than to the attraction you have visited.

 **GreaterAnglia** V80484 

Reverse

Terms & Conditions: 1. Only two people allowed per voucher. 2. You must produce two valid National Rail train tickets as evidence of travelling by train to London - many train tickets display the symbol. National Rail issued tickets include Off-Peak, Super Off-Peak, Travelcard, Advance, Anytime and Season Tickets - see dayoutguide.co.uk for a full list of valid train tickets. 3. Oyster cards and Freedom Passes are not valid (including Travelcard on Oyster). Underground, DLR and bus tickets are not accepted. 4. For mobile phone tickets please present your phone with the barcode and supporting confirmation email. You will also be asked to show photo ID. 5. The offers listed in this leaflet are valid until 31st October 2013 unless otherwise stated. 6. Amended or defaced vouchers will not be accepted. 7. Acceptance of this voucher is strictly subject to the establishment's own terms & conditions and deemed accepted on admission. 8. Prices are subject to change without notice and are correct at time of going to print. 9. Offers may be withdrawn or subject to change without notice. 10. Exchange or sale of this voucher is prohibited. Not for resale. Voucher value 0.0001p. 11. Special terms & conditions will be stated clearly within this publication. 12. Offer valid on full price adult tickets only. An adult is 16 years or over. 13. In the event of a full price and concessionary admission ticket being purchased together, the higher price ticket must be paid for. 14. This voucher must be used at the time of purchase and is not valid for any pre-booked tickets (unless specified otherwise). 15. This voucher cannot be used with any other promotional offer, individual, or group discount, offered by the attraction/venue. 16. Applicable for Madame Tussauds: This voucher is not valid when making advance credit card bookings or on purchase of timed tickets, Priority Entrance or Family Tickets. For technical or other reasons some figures may be removed, or parts or all of the exhibition closed. This voucher will only entitle an individual to free entry when they are accompanied by a person, who is 16 years or over and who pays the applicable full rate. 17. On behalf of the Train Companies, ATOC Ltd collects and processes personal information for the purpose of sales analysis and market research. ATOC Ltd is registered in the UK under the Data protection Act 1998 as a Data Controller.



Valid Train Tickets

We don't expect you to be experts in train tickets, so there are **four simple things to look for**:

- 1) Is the train ticket valid for travel at the time of the visit?*
- 2) Is the train ticket valid for travel to a National Rail station close to the attraction?*
- 3) Has the train ticket been issued on National Rail ticket stock?*
- 4) Is the train ticket a National Rail Smartcard?*

Is it valid for train travel at the time of the visit?

Each person using a 2FOR1 voucher must have a train ticket that is either:

- A train ticket dated for the same date as their visit to the attraction, *OR*
- Two tickets, one showing a date for a journey to the closest train station to the attraction that is before/on the date of their visit and one showing the return journey that is on/after the date of their visit.

The only exception to this is people travelling using a **National Rail Smartcard**. Smartcards should be accepted on presentation as evidence that they have travelled by train, even though you may not be able to check the date or destination of the ticket. There are a number of ways that an attraction can read a Smartcard if required. If your attraction would like to be able to do this, please contact us by email - attractions@atoc.org.

National Rail tickets can include Single or Return; Advance, Anytime, Off-Peak, Super Off-Peak and Season Tickets.

Single or Return; Advance, Anytime, Off-Peak, Super Off-Peak

If a customer has a Single outbound train ticket – 2FOR1 should **only** be permitted on the date shown on the ticket.

If a customer has an outbound ticket and a return ticket – 2FOR1 should be permitted on or between the dates shown on the outbound and return portions of the Single tickets, or up until the date shown on the Return ticket. For example, if a customer buys Return tickets to a destination, outbound on a Monday and returning on a Friday, they will be able to use the 2FOR1 vouchers throughout the Monday-Friday period, provided they show both outward and return portions of their tickets.



Is the train ticket valid for travel to a National Rail station close to the attraction?

As long as you are happy that each customer has a valid ticket that shows that they travelled to the attraction by train, then the ticket is fine. If however the destination shown on the outward ticket is not anywhere near your attraction you are within your rights to refuse it.

Has the train ticket been issued on National Rail ticket stock?

National Rail 2FOR1 offers are for rail customers only therefore they must show a valid National Rail ticket. Below is a guide to valid National Rail ticket stock.

National Rail 2FOR1 offers cannot be used by people who ONLY use buses, coaches, cars or other local public transport to get to the attraction.

Is the ticket a National Rail Smartcard?

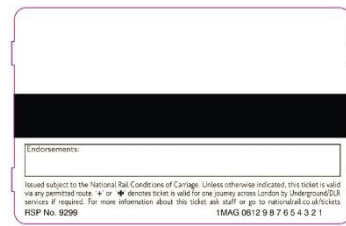
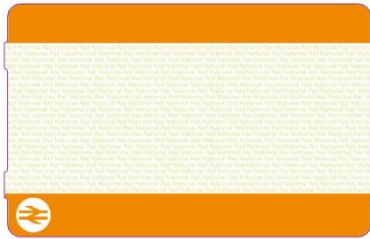
National Rail Smartcards should be accepted on presentation as evidence that the journey was made by train. There are a number of ways that an attraction can read a Smartcard if required. If your attraction would like to be able to do this, please contact us by email - attractions@atoc.org.

The following pages are a basic guide to valid National Rail tickets to help you quickly and easily identify valid train tickets.

Valid National Rail tickets

Paper Tickets

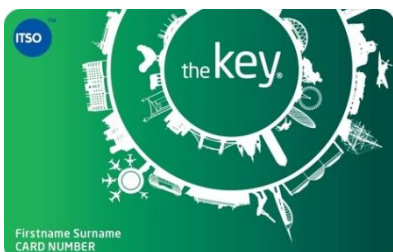
The vast majority of train tickets are those issued by National Rail stations and ticket outlets. They are credit card sized, printed on orange paper ticket stock and feature the National Rail logo (sometimes known as the “BR”, double-arrow or crows-foot symbol). The back of the tickets will usually make reference to the National Rail Conditions of Carriage:



Print@Home & mobile tickets – These are valid so long as they show the National Rail logo



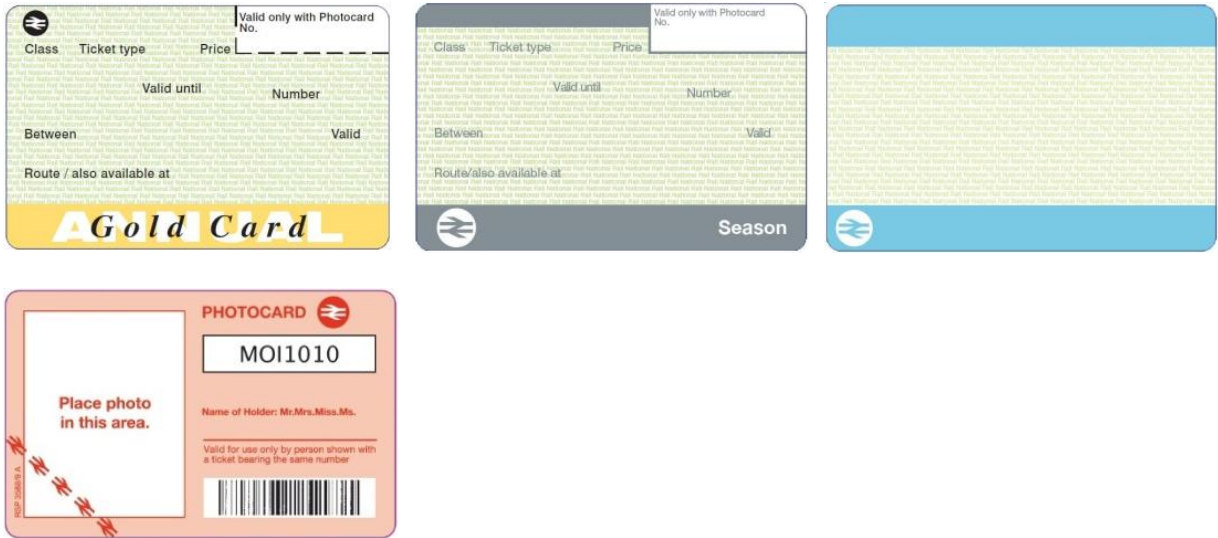
National Rail Smartcards – All valid





Valid National Rail tickets

Season Tickets – National Rail Season ticket with photocard:



Staff Passes - Train Companies have always encouraged their staff to experience the 2FOR1 offers - they can be our best ambassadors. Many of them get free or reduced rate travel/and the following are a few examples of what staff passes may look like:



Types of tickets which are **NOT** valid ☒:

