

media information



Blenheim Palace

Woodstock

Oxfordshire

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www.blenheimpalace.com

January 2010

Buy One Day, Get 12 Months Free! Blenheim Palace Continues the Free Annual Pass offer in 2010

In a time when more and more people are looking for great value for days out in the UK, Blenheim Palace, the magnificent birthplace of Sir Winston Churchill situated in Oxfordshire, has launched the ultimate ticket offer; every visitor to the Palace in 2010 can receive a free Annual Pass providing free entry to the Palace, Park and Gardens for a whole year! This amazing offer will be available throughout 2010.

The Annual Pass offer was launched from the Palace's opening season in 2009. Over 98,000 people have since purchased or converted their tickets to Annual Passes with visitor numbers averaging around 50% increase compared with the previous year. This amazing offer is now available throughout 2010 and the surge of interest is expected to continue as more people are looking for great value days out in the UK.

Hannah Payne, Blenheim Palace's Marketing & PR Manager commented:

"We are delighted to be able to continue this great value offer for our visitors in 2010. A huge number of our visitors have converted their tickets to the Annual Pass in 2009 recognising they are acquiring something of real value. Hopefully they are now spreading the word and we look forward to welcoming all of our visitors to enjoy the benefits of this fantastic offer in the new season"

Visitors can enjoy this ticket offer by simply converting their Palace day ticket on the day (or upgrading their Park & Gardens ticket) to receive their annual pass. With so much to see and do at Blenheim Palace including over 2,000 acres of Parkland and award winning Formal Gardens, and a full programme of special events throughout the year, the Annual Pass offer is a great way to many days out at superb value. The Annual Pass includes free entry to most events including Jousting tournaments, a summer art and design show, a Classic Car Show and Christmas events, as well as providing discounts

for the Blenheim Palace International Horse Trials, and the Battle Proms evening picnic concert and Christmas Craft Fair.

Blenheim Palace is set in 2,000 acres of spectacular parkland in the heart of the Oxfordshire Cotswolds and is only eight miles from Oxford. For more information call 0800 849 6500 (24 hour information) or visit www.blenheimpalace.com

Blenheim Palace is winner of the 25th Historic Houses Association/Christies Garden of the Year Award

Notes to Editors

- Every visitor who buys a ticket to the Palace, Park and Gardens in 2010 will be able to convert the ticket to an Annual Pass absolutely free allowing 12 months unlimited entry* to the Palace, Park and Gardens from the day of purchase. *Terms and conditions apply. Restricted access applies for certain events.
- Day tickets must be converted to the Annual Pass within 7 days of purchase. *Terms and conditions apply. For full details visit www.blenheimpalace.com
- Group visitors can upgrade their ticket to an annual pass by paying the difference between a discounted group ticket to a full price Palace ticket.
- Blenheim Palace and Formal Gardens open from 13th February 2010 to 12th December 2010.
- The Park opens at 9am, the Formal Gardens at 10am and the Palace and Pleasure Gardens from 10.30am. Last admission to the Palace and Gardens is at 4.45pm. The Palace and Pleasure Gardens* close at 5.30pm and the Park at 6pm.
- Child age 5-16 inclusive. Under 5's free.

For further information about Blenheim Palace please call the 24 hour information line on 0800 849 6500 or visit the website at www.blenheimpalace.com For media information contact: Hannah Payne at Blenheim Palace Telephone: +44 (0) 1993 810524 Email: hpayne@blenheimpalace.com
