



EXCHANGE RATE BOOSTS LONDON THEATRE SALES
Encore Incoming Sales Up 25% - Love Never Dies International Hit

The weak Sterling exchange rate is continuing to attract visitors to London – and in particular to West End theatres – according to Encore Tickets.

The leading ticket supplier's figures for the first quarter of this year show that, despite poor weather conditions, ticket sales to inbound travellers increased by 25% for the first three months of 2010 compared with last year.

Top of the list for European countries taking advantage of the UK's 'bargain' status were countries in North Western Europe including Germany, Benelux and Scandinavia.

And the top show for international bookings was none other than Andrew Lloyd Webber's new hit: Love Never Dies.

Said Encore Tickets managing director John Wales: "We have seen huge interest in the show from all round the world – so much so that we have now been able to secure extra ticket inventory for both our international and UK trade partners.

"There is no doubt that arrival of Spring will give a further boost to both the long term favourites and great new productions now showing in the West End as well as the extra publicity from TV search for the actress to play Dorothy in the new production of the Wizard of Oz".

Established in 2000 Encore Tickets is the largest independent theatre agent. It employs over 75 staff speaking 18 different languages, is a fully bonded ticket agent and a member of the Society of Ticket Agents and Retailers.

Ends.

For more information please contact:

Chris Ryan. Encore Tickets.

Tel: 020 7492 1500

John Sansom. Presslink.

Tel: 020 7831 0023. Mobile: 07872 606024