



## **GTO's TO GET 20% OF UNSOLD TICKETS BACK WITH LAUNCH OF ENCORE INDEMNITY SCHEME**

### **Unique GTO Money Back Guarantee Provides Much Needed Safety Net For Group Travel Organisers**

**Group Travel Organisers can now book theatre groups with more confidence thanks to a unique new scheme from Encore Tickets.**

The ticket agency has launched its GTO Money Back Guarantee indemnity scheme for GTOs which means they can re-claim 20% of any unsold tickets prior to the performance.

The scheme for GTOs is the only one of its type, and follows the highly successful launch of a similar pioneering scheme for coach tour operators which has so far indemnified around £8 million worth of tickets that coach tour operators would otherwise have had to pay for.

Said Encore Managing Director John Wales: "GTOs need the reassurance that if they book a theatre outing group and then have a number of cancellations they will not lose all their money. Just offering longer hold dates is not good enough, so what we are doing with the GTO Money Back Guarantee is taking the risk out of booking theatre tickets. Coupled with our Loyal Circle rewards scheme there is no reason for GTOs to book anywhere else!"

The GTO Money Back Guarantee enables group travel organisers to return up to 20% of their original purchase up to two weeks prior to the show.

The new indemnity scheme is in addition to Encore's existing 'Loyal Circle' rewards scheme for group travel organisers which offers GTOs one point for every £10 spent, which can then be cashed in for theatre tickets, theatre breaks and flights. The Loyal Circle was recently expanded with a greater choice of rewards. The scheme has been so successful that in its first year enough points were earned to send 50 GTOs to New York. For more information about the indemnity scheme contact Encore's Groups department on: 020 7492 1525.

Established in 2000 Encore Tickets is the largest independent theatre agent selling over 1.5 million tickets per year – more than 1 in 10 of all tickets sold for London's major theatres. 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.

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