

MAMMA MIA! ENCORE BUYS £800,000 TICKETS FOR THE SUPER-HIT ABBA MUSICAL

Extra Availability & Great Rates For Group Tour Operators

Encore Tickets has given long standing hit musical Mamma Mia! a major vote of confidence with the purchase of £800,000 worth of weekend tickets.

Combined with existing seat stock, this move offers group tour operators access to over 60,000 tickets for the show until March 2011.

Said Encore managing director John Wales: "Mamma Mia has always been a huge success for our group tour operator clients. As we come into our tenth year we feel it is important that we secure a major additional allocation of tickets for our group clients offering them guaranteed allocations for weekend performances".

The £800,000 ticket purchase is in addition to the £2.5 million worth of Mamma Mia! tickets that Encore currently supplies to clients every year.

Group tour operators who want to take advantage of this increased availability should contact the Encore sales team or they will also be able to meet them in person on Encore Tickets' World Travel Market stand L4000.

Encore Tickets is on target to sell 1.5 million tickets in 2009. Additional stock purchases for key sell out shows will also ensure that in 2010 Encore clients will have the best availability for West End shows.



It's only his money they're after!

Mamma Mia! stars, from the left: Sally Ann Triplett, Melissa Jacques and Katy Secombe receive a cheque for over £800,000 worth of weekend tickets from Encore Tickets managing director John Wales.

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