



STRONG EURO BOOSTS LONDON IN-BOUND TOURISM

Encore's New Multilingual Ticket Booking Site Shows Languages Are Vital For Companies Attracting Business from Europe

The record strength of the Euro against Sterling should result in an influx of mainland European visitors to London this Summer according to Encore Tickets – but UK suppliers have to offer tour operators a local language service.

The leading West End theatre ticket specialist for the travel industry says that over 500 hundred European tour operators have signed up to use the multi lingual, web-based ticket booking system, 'myencore.co.uk', since it was launched at World Travel Market.

Exclusively available for trade bookers, Initial take up has been huge with Swedish Tour Operators being amongst the first to take advantage following on the back of the casting of reality TV show winner Nina Söderquist as Spamalot's Lady of the Lake.

Said Chris Ryan, Encore Tickets Marketing Director: "With the Euro reaching a record high against the pound in January, the UK is now great value for Continental Europeans. The growth of myencore.co.uk shows that European tour operators and travel agents are keen to book entertainment in the capital provided they are offered a quick and easy way to do it on the Web, with a site that works in their own language".

Myencore.co.uk has been designed for the exclusive use of the travel trade . It provides agents with access to a full range of top West End shows plus dinner and show packages. Because of its flexibility, operators can easily add theatre tickets to a London city break, earning valuable extra commission or accessing great net rates.

Added Chris Ryan: "A lot of tour operators and agents do not realise that there is at least £2 million worth of commission to be earned every year in booking West End theatre tickets."

Encore Tickets is one of the largest ticket agents in London, selling over 1 million tickets per annum and has been renowned as the no.1 agent for the travel trade for many years. Servicing all market they offer unique ticket allocation and can foe UK theatre, restaurants and attractions.

Ends.

PICTURE CAPTION



With Encore Tickets' managing director John Wales (centre) predicting record levels of bookings from mainland Europe thanks to the string Euro who better to start taking them than the new stars of West End hit 'Spamalot'; Nina Söderquist (right), the new Lady of the Lake, and King Arthur himself, Alan Dale. They were also help with need for foreign languages as Nina is Swedish and Alan of course speaks 'strine – after all his time in acting in Neighbours.

For more information please contact:

Chris Ryan. Encore Tickets.

T: 020 7439 4000. E: chrisr@encoretix.co.uk

John Sansom. Presslink.

T: 020 7831 0023. M: 07872 606024. E: john@presslinkgroup.co.uk