

Encore Tickets cut out the middle men and launch London Breaks Service for groups



Encore Tickets is to launch Encore Direct, a new brand giving group travel and coach tour organisers direct access to top value hotels, attraction and theatre tickets quickly and easily, at BOBI 2011.

Since 2002 Encore have been offering London Breaks to individuals, building up a portfolio of over 60 hotels. Now group customers are being offered the opportunity to combine Encore's great hotel rates with their unique ticket allocations.

Said Encore Tickets managing director John Wales: "We have the guaranteed allocations of tickets and hotels that GTOs and coach tour operators need. By using Encore Direct they cut out the middle-man and get the best prices immediately".

To launch Encore Direct the company is offering an introductory offer of overnight accommodation and tickets at six different West End shows with prices starting at only £38. Shows include: Dreamboats and Petticoats, Mamma Mia!, Billy Elliot, Jersey Boys, and Stomp. This offer runs until the end of March 2011.

Throughout the rest of 2011 Encore Direct is offering GTOs and coach tour operators four top value products which add high value accommodation to discounted group theatre seats.

- Double Delight. Groups get to see two shows, and spend a night in town in-between. The combos include: Chicago and Dreamboats & Petticoats; Jersey Boys and We Will Rock You; Dirty Dancing and Ghost; and Mamma Mia! and Million Dollar Quartet. Prices from £65 per person.
- Fantastic Fridays. Sell them a great show on Friday plus an overnight in town from just £38 per person. Shows include: The 39 Steps, Jersey Boys, Les Miserables, We Will Rock You, and Shrek the Musical.
- Experience London packages. From just £28 your clients can mix it up a central London hotel overnight plus entrance to The London Eye, Buckingham Palace, Kensington Palace or Madame Tussauds.
- RHS Flower power. Entrance to the 2011 Royal Horticultural Society flower shows, and a night to remember in either a nearby greater London hotel from £48 per person for the Hampton Court show, or £68 in central London.

Encore has extended its indemnity schemes for both GTOs and coach tour operators to cover all bookings made with Encore Direct.

For more information on Encore Direct call 020 7492 1498 or email: encoredirect@encoretickets.co.uk and order your brochure today.

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 80 staff speaking 18 different languages, is a fully bonded ticket agent and a member of the Society of Ticket Agents and Retailers.

Ends.

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