

GROUP TRAVEL ORGANISERS GET OUT AND ABOUT WITH ENCORE ADVANCE'S 'LOYAL CIRCLE'

**Double rewards points on offer to celebrate 1st Anniversary of this
unique scheme.**

Encore Advance's loyalty scheme for group travel organisers has proved so popular in its first year that enough points have been earned to send 50 people to New York. To celebrate this fact GTO's can now earn double rewards points when they book certain shows including new hit musical NEVER FORGET.

Loyal Circle – launched at the British Travel Trade Fair in 2007 – offers GTOs one point for every £10 spent with Encore Tickets, which then go towards complimentary theatre tickets, weekend theatre breaks and flights.

Said Encore Tickets Marketing Director Chris Ryan: “We felt it was time that someone rewarded not for profit GTOs and education bookers for all the hard work they do – and their loyalty to Encore.

“A year on the scheme has been a huge success with GTOs coming back to us time after time to rack up their points and take advantage of the offers, even including some trips to the New York”.

Thanks to its success Loyal Circle has now been expanded with even more theatre, weekend breaks and flights available.

One GTO who experienced Loyal Circle was Teresa Butler of The Theatre Club of Kent who said: “When I heard about the loyalty points scheme from Encore, my initial thought was ‘that sounds too good to be true’. Well, after a night in London staying at a top class hotel courtesy of Loyal Circle I am happy to say that not only is it a good scheme, but it is totally true to its promise”.

PICTURE CAPTION



Never Forget – Loyal Circle rewards GTOs – and there are double points to be earned from booking the hit show that features the music of legendary boy band Take That.

Encore Tickets Shaun Pepper, (second from left), and Richard Woolliss (second from right) get together with Sophia Ragavelas and the guys from hit musical Never Forget to launch the latest version of Loyal Circle, Encore's loyalty scheme for group travel organisers.

Ends.

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