



Bigger Allocations + Better Rates = More Sales

Encore offering more at choice at WTM 2011

Encore Tickets Stand L310

Encore Tickets is offering trade clients a world of opportunity at WTM 2011 with bigger allocations and improved rates following its acquisition of West End Theatre bookings this summer. To celebrate this and another great year they are bringing the world of '80s rock back to World Travel Market, complete with big hair and even bigger guitar solos, thanks to a performance by hit stage show ROCK OF AGES at their annual WTM party.

Said Encore Tickets Managing director John Wales: "Having merged with West End Theatre Bookings this summer we can now offer the trade, more allocations, better prices and more price points"

With hit musicals like Ghost the Musical, Shrek and Rock of Ages having opened recently and rumoured on-sales for Viva Forever (the new Spice Girls musical) and a musical version of Bridget Jones Diary Encore Tickets is heading for record sales of 2.5 million tickets in the next year.

"2011 has been another great year for Encore Tickets. Looking forward, 2012 brings the excitement of many great new shows alongside the challenge of the Olympic period. We are working closely with the Producers of all the West End shows to ensure our customers get the best seats and rates across the year to ensure they enjoy a successful 2012". Added John Wales

Encore Tickets team of sales managers will be on hand at WTM to discuss all their customers ticketing needs and to give the very latest product information and prices. Visitors to Encore's stand can also test drive the latest version of the company's multilingual trade-only website and get a full demonstration of Encore's XML and whitelabel capabilities.

WTM visitors will also be able to pick up discounted tickets for top West End shows by heading over to the ticket booths on the concourse at Excel or to the Encore Ticketsstand L310.

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