



ENCORE GOES INTERNATIONAL AT WTM

Broadway Theatre Tickets Available For The First Time From Encore

STAND L4000

Following demand from travel companies worldwide who wish to book both London and New York theatre tickets from one source, Encore Tickets have added all the top Broadway shows to their product portfolio.

Managing Director John Wales said: "London and New York are the two major centres for theatre in the world and we are delighted to offer our clients access to both theatre capitals. Our whole product portfolio is now available online at myencore.co.uk and can be booked in a few easy clicks"

The launch of this new product offering coincides with the Broadway opening of Billy Elliot, one of Encore's top selling shows to the travel trade.

Said Richard Howle, Aka International Sales Director, on behalf of Billy Elliot the Musical: "Encore have been a fantastic partner of Billy Elliot in London so I am delighted that they are bringing their expertise to Broadway. As the major supplier of theatre tickets to the international travel trade they play an integral part in the planning and execution of our ticket sales strategy in London and will be hugely valuable to us as we look to expand and build audiences for Billy Elliot in New York".

The recent addition of Broadway theatre to the Encore product portfolio comes hot on the heels of Encores recent announcement of an easy to book facility for attraction tickets via the myencore.co.uk site. Following sales of 1.4 million London tickets in 2008, an increase of 33% on the prior year Encore expects these new initiatives to drive additional sales from the trade in 2009.



America here we come...

Top West End show Billy Elliot is to open on Broadway at the same time as Encore Tickets adds all the major Broadway shows to its myencore.co.uk booking site. Encore Tickets managing director John Wales (left) celebrates the moves here with Aka International Sales Director Richard Howle.

Ends.

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