

ENCORE CELEBRATES THEIR 10TH BIRTHDAY AND ANOTHER RECORD BREAKING YEAR AT WTM



Ticket Specialist Now On Target For Record Year

Picture Caption: Managing Director John Wales celebrates with Maria Grow (American Express Vacations) and Ryan Molloy from Jersey Boys at Encore's 10th Anniversary WTM Bash.

Encore Tickets celebrated ten record-breaking years at World Travel Market with a potential £3 million of new contracts at the show and a roof-raising party at Cafe De Paris. The travel trade's ticket specialist sold 1.5 million tickets over the last 12 months and is on course to grow by 20% in 2011.

The Encore Team were joined in their celebrations by the casts of Jersey Boys, We Will Rock You and Mamma Mia! who performed at Cafe De Paris to over 500 movers and shakers from across the travel industry.

With plenty of new product launched at WTM the Encore Tickets order books were full

to the brim with sales for new shows such as Ghost The Musical, The Wizard of Oz. Plus, Batman-Live, the RHS Flower Shows including; Chelsea, Hampton Court & Tatton Park, plus, The Ancient Egyptian Book of the Dead at the British Museum.

Said Managing Director John Wales: “We are extremely proud of hitting the ten year milestone and earning the mantle of being the travel trade’s favourite. Our dedicated and expert staff and the support by all of our friends in the industry, continues to drive the business forward. Together, we are now delivering more than 10% of the 14 million West End Tickets sold annually as well as an increasing portfolio of attractions and events.”

Unveiled at WTM, was the new online booking tool for booking London attractions. This makes it possible for the trade to book all London theatre musicals and plays as well as other favourites such as the London Eye, Madame Tussauds and the Tower of London plus river cruises, afternoon teas and sightseeing tours.

Added John Wales; “This new improved “Myencore” system enables our trade partners to give an enhanced service to their clients, quickly and easily, whilst increasing the transaction value with the extra services on offer”.

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.

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