



Encore Tickets & West End Theatre Bookings join forces

Encore Tickets, the UK's leading independent supplier of theatre, restaurant and attraction tickets, has joined forces with West End Theatre Bookings in a historic deal that is great news for London's West End.

Encore Tickets Group has acquired West End Theatre Bookings from Holidaybreak PLC in a deal worth over £10m. The combination of Encore, the market leader in B2B ticket sales and West End Theatre Bookings - who have doubled in size over the past four years - will deliver the largest number of ticket sales of any London theatre ticket agency. Supplier partners can now connect to hundreds of tour operators and on line retailers reaching millions of consumers globally, plus domestic school groups, group organisers and coach companies, retail and concierge outlets across London, who will all be able to access the combined inventory at the touch of a button.

John Wales, Managing Director, Encore Tickets commented;

"The consolidation of the two fastest growing ticket companies will deliver a more streamlined and efficient route to multiple markets for our partners, maximising efficiency and ticket yields. We are very excited about our future plans with the addition of the immense talent within WETB. "

Dan Pearce, Managing Director, West End Theatre Bookings added;

"Encore has been our principle competitor over the last few years and combining our businesses presents a fantastic opportunity to take advantage of the complementary strengths of the two teams to further develop our market share. Right now, it's business as usual, but we look forward to utilising our combined expertise to make improvements to both companies and develop new and innovative ways of delivering incremental sales for West End Theatres and all our suppliers."

The combined entity will have a staff of over 120 in offices in Holborn and Guildford, plus 10 shops in Central London. Sales are forecast to exceed £100 million within the next 12 months, selling over 2.5 million theatre tickets, as well as hundreds of thousands of restaurant covers, attraction tickets, exhibitions and hotel breaks.

Ends

For more information, or if you have any queries on business going forward please contact:

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