

ENCORE LAUNCHES NEW 'FIVE STARS' THEATRE TICKETS SERVICE FOR COACH OPERATORS

No Payment On Booking – Five Shows In One Drop

Encore Tickets has launched a Summer offensive to encourage more coach operators to sell West End theatre trips with a unique new 'Five Stars' package.

This removes the financial burden from operators who, up until now, have had to pay for any theatre tickets at the time of booking.

With the new Five Stars scheme they will not have to pay for tickets until a month before the show. This means they can advertise trips well in advance safe in the knowledge they will be able to confirm numbers and collect payments well before payments are due for the tickets.

The Five Stars package also offers a choice of five different shows, all within walkable distance of a single drop-off point in London's West End. This means coach operators can advertise a range of shows and are thus much more likely to be able to fill a coach for a given date. All shows can also be combined with high value meal deals to increase earnings from every trip – of which Encore now sells 1,400 a night.

Said Encore managing director John Wales: "The Five Stars package solves two problems for coach operators; it means they can offer a choice of shows for any single run to London, and they don't have to pay for the tickets until they have filled the coach".

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Encore Tickets launches new Five Stars service for coach operators...2

As an added backup the Five Stars programme also offers coach operators an indemnity against paying for any tickets that are cancelled by customers.

Added John Wales: "Coach operators can now offer five great shows with an allocation of tickets for: Lion King, Chicago, the Rat Pack, Anything Goes and Fame, all a few minutes walk away from one drop off point. More choice for customers means more seats filled in every coach – plus there is no need to pay until four weeks before the trip".

The announcement of the new Five Stars programme follows Encore's launch of its brand new Ticket Guide which lays out a huge range of low cost group rates for West End shows, dinner and show packages and days out to a many different attractions, bringing them all together for the first time.

The guaranteed cut price deals include savings such as £22 on a £57 theatre dinner package, a total of 42%, half price theatre packages, new day out packages such as a £20 saving on a combination Kensington Palace, Harrods and Fortnum and Mason day out for only £28.50.

Independent specialist Encore is totally dedicated to the trade and, at 700,000 tickets per year, is the fastest growing ticket company in the country and services more inbound tour operators than any other operator.

Ends.

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