



ENCORE LAUNCHES UNIQUE THEATRE TICKET BOOKING SYSTEM FOR TRADE AT WORLD TRAVEL MARKET

New Restaurant Information Service Also Helps Trade To Sell

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The travel industry's only on-line system for booking discounted theatre tickets in advance is being launched at World Travel Market by Encore.

The system gives the trade unique access to full price and discounted tickets before they are available to the public through cut price booths.

It is aimed at giving the trade back its advantage over direct sales from discount outlets in a market which Encore estimates is worth 3 million theatre ticket sales a year to the trade, which, with an average commission of £5 per ticket, is worth £15 million in income.

Said Encore managing director John Wales: "West End theatreland has been revitalised in the last few months by the announcement of more blockbuster shows than ever before, such as Mary Poppins, Woman in White, and The Producers. There is also a fantastic line-up for 2005 including Billy Elliot and perhaps even Lord of the Rings.

"The problem for the trade in the past is that they have lost business to the discount booths because everyone thinks they can book the show they want on the day at half price. So now we are offering the travel industry, discounted rates, but bookable in advance manually at our web site: www.encoretraveltrade.co.uk, or through conventional booking methods".

The website will also feature Theatre-Dinner Packages, which have proven hugely successful as they offer great value for money. Encore currently operates over 1,500 packages per night and this is constantly growing. A wide range of restaurants and packages is available to suit any taste and budget and restaurants are carefully selected on value for money and location near theatres.

Also being launched at World Travel Market by Encore Tickets is another unique service that gives the trade access to a complete London West End restaurant information database. For the first time, any operator putting together London tours can search for a wide range of restaurants by type, location, or budget. It is even possible to download sample menus and fill in an on-screen order form from www.encoretraveltrade.co.uk

Added Encore managing director John Wales: "At WTM last year we made London theatre tickets easy by launching a simple on-line booking system which finally killed the notion that they were too much trouble. It has been a fantastic success, so now we are making London restaurants easy. No one else offers a system like this".

The company's stand at this year's WTM will once again bring together many top West End shows including Phantom of the Opera, Les Miserables, Mary Poppins, Lion King, Jerry Springer, We Will Rock You, The Producers, Woman in White and Blood Brothers, as part of the London's Theatreland campaign to encourage more bookings through the trade.

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