



## **WEST END THEATRES LINK WITH ENCORE TICKETS IN NEW CAMPAIGN TO WIN TRAVEL TRADE BUSINESS**

### **£50,000 Promotion & PR Campaign To Boost Industry Ticket Sales**

**A range of top West End shows have come together for the first time to launch a campaign aimed at winning more business from the travel industry.**

The £50,000 'London's Theatreland' promotion and PR campaign is being co-ordinated by leading travel trade ticket supplier Encore Tickets.

The main theme of the campaign is to underline to travel agents and London tour companies the extra commission earnings they can make from selling theatre tickets.

Said Encore Tickets managing director John Wales: "Travel agents have traditionally been slow to push this sort of leisure product. But London theatres sell over 11.5 million seats a year, of which at least 25% could be sold by the trade. At a typical commission of £5 per ticket this means over £14 million worth of commission is available to the trade every year – and that's serious business, particularly at a time when many travel agents under threat from direct holiday bookings made on the Net".

The nine top shows who have combined to launch the London's Theatreland campaign at WTM are: the new Rod Stewart show Tonight's The Night, plus The Phantom of the Opera, Les Misérables, We Will Rock You, Chitty Chitty Bang Bang, Chicago, Fame, The Lion King and Bombay Dreams.

The campaign will include a London's Theatreland stand at a number of travel trade workshops and exhibitions this year, including World Travel Market, held at Excel in November, plus an on-going media relations campaign being undertaken by agency Presslink.

One of the problems in getting more business from the trade for theatres has been the perceived difficulty in making theatre bookings. As a result Encore has also launched a new web site: [www.tixuk.co.uk](http://www.tixuk.co.uk) which gives agents 10% commission and the ability to book a wide range of tickets on-line in real time.

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The launch of the new campaign follows on from a pilot scheme run at the recent British Travel Trades Fair, an exhibition for the in-coming and UK tourism industries. Encore and the London Theatres had a joint presence at the show, which won Encore the award for PR Excellence.

Added John Wales: "This convinced us that PR and promotion was the way to go to get the most impact for this awareness campaign which we hope will bring in much needed new business for London's West End theatres".

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.

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