



ENCORE SET TO BREAK THE HALF MILLION BARRIER WITH NEW ROYAL PACKAGES

New Ticket Guide Has Lowest Rates For Coach Operators

Encore Tickets is set to consolidate its position as the country's fastest growing trade-only ticket agency by breaking the 500,000 ticket sales barrier this Summer with more options for coach operators and group organisers.

The new Summer version of the company's Tickets Guide contains over 20 new products for coach operators and group organisers including three different Buckingham Palace packages featuring 'The White Wardrobe' of clothes designed for Queen Elizabeth the Queen Mother by Norman Hartnell.

The State Rooms at the Palace are open this year from July 30 to September 27 and Encore's initial package includes a two hour audio tour of the State Rooms with a group (15+) adult price of £12. Afternoon tea in the Grill Room of the Café Royal can added for an extra £15.50, whilst a third package offers a lunch cruise on the Thames for an extra £17.50 per person.

Encore's latest Guide contains details of a wide range of new and expanded options for coach tour operators and group organisers including days out packages to the London Eye, Madame Tussauds, three different theme parks, and the Open Air Theatre in Regent's Park for the first time. There is an expanded section covering palaces, castles and gardens all either in, or within easy day range of London.

The company has also expanded its range of packages including visits to attractions such as Madame Tussauds, shows such as The Rat Pack or The Far Pavilions twinned with lunch, afternoon tea or dinner, Jack the Ripper tours, the London Dungeon, a Thames combination of the London Eye, The Tower of London and a sightseeing cruise, or a new medieval banquet.

The guide also details huge savings for group organisers on Encore's core product of West End shows, with savings of 50% or more for groups.

Said Encore managing director John Wales: "The fact that we are going to hit half a million ticket sales this Summer is thanks to the terrific support we have had from coach operators. They have booked with us because of prices, but also because we have listened to what they want and improved our service as a result".

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A recent innovation introduced by Encore is the London Eye ticket delivery service. Encore collects booked tickets in advance and delivers them to clients' hotels so group organisers or coach tour operators and group organisers can take customers direct to the Eye for the pre-allocated time slot without delays for voucher exchange for London Eye tickets.

Added John Wales: "Some fantastic new shows have launched in the West End in recent months, including Billy Elliott and Guys and Dolls, which have both opened to rave reviews. These have had a significant impact on the level of our ticket sales and are very attractive for coach groups and group organisers".

For a copy of the new tickets guide call Encore on: 020 7439 4000, or email: groups@encoretix.co.uk.

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