



TUSSAUDS AWARDS ENCORE'S CREATIVITY

Ticket Specialist Wins Tussauds Star Award

West End theatre ticket specialist Encore has had its marketing and creativity awarded in the Tussauds Group Star Awards.

Encore Tickets won the award for the creative way in which it has marketed the full range of The Tussauds Group products to the travel trade last year.

Said Encore managing director John Wales: "I believe we have been given this award for the proactive way in which we have put together popular packages that include Tussauds products, offer great value and bring in more business".

Examples of Encore's 'dynamic packaging' are Encore's Celebrity Package including a visit to Madam Tussauds, lunch at Planet Hollywood and a visit to a West End show from just £39.50, or the See London package which includes a top price trip on the London Eye followed by a sightseeing cruise, and an Original Tour open top bus tour for only £23.50.

The company has also introduced a very popular hotel delivery service for London Eye tickets. This means that, when the coach pulls up in front of the wheel, everyone can get their ticket and go directly to the Eye, rather than having to wait in the coach for the tour leader picks up the tickets from the collection point.

Encore is also offering top value rates at Tussauds' three theme parks; Thorpe Park, Chessington World of Adventures and Alton Towers with a single call booking facility.

Added John Wales: "The Tussauds Group has some great products and I hope that we have been able to help the trade increase profits by making them more attractive and easy to book".

Caption Image Filename: Encore Tussauds Oosterveld 1

Guess which ticket specialist just had its 'marketing and creativity' rewarded in the Tussauds Group Star Awards. Sales manager Johan Oosterveld gets creative with his award here on the balcony of the Encore offices overlooking Leicester Square.

Caption Image Filename: Encore Tussauds Oosterveld 2

He's on top of the world! Well on the balcony of his offices overlooking Leicester Square anyhow. Encore Tickets sales manager Johan Oosterveld looks like a star with Encore's newly won Tussauds Group Star Award for 'marketing and creativity'.

Ends.

For more information please contact:

John Wales. Encore Tickets.

John Sansom. Presslink.

Tel: 020 7439 4000

Tel: 020 7831 0023