



ENCORE ADVANCE TICKET INDEMNITY OFFERS COACH OPERATORS MONEY BACK ON WEST END TICKETS

Encore Advance Boosts Service To Coach Operators

Coach operators can now sell tickets to West End musicals with the backing of a guaranteed refund from Encore Advance.

Encore Advance has been launched following Encore Ticket's recent purchase of Advance Box Office, giving the new group increased penetration of the domestic market.

It also brings an experienced team to the new look Encore with ABO's managing director Chris Ryan taking over the role of group marketing director plus a dedicated team to serve coach operators head up by Group Operations Manager Natalie Downs, with UK Sales Manager Richard Woolliss.

In addition to the money back guarantee on West End musical tickets, Encore Advance will be giving coach operators more marketing support in the shape of a quarterly brochure and a new 'In Advance' newsletter five times a year.

Said Natalie Downs: "Coach tour operators have told us that an indemnity on ticket purchases is the single most important development that would help them sell more West End theatre tours. Encore Advance is delighted to be able to offer them this at time when there are more new shows on offer than ever before".

Even before its purchase of Advance Box Office, Encore Tickets was the leader in the international travel trade market with an 80% market share and growth of 40% per annum for five consecutive years. Advance Box Office has built a strong presence in the domestic market with a 100% increase in sales over the last year. The new group is predicting a £25 million turnover for 2007.

Ends.

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