

FAMILY SHOWS WERE TOPS FOR COACH TOUR GROUPS IN 2011

Latest Figures From Encore Show Preference For Family Favourites During Difficult Times



A Fairly Tale meeting, John Wales greets Kimberley Walsh as she visits the Encore Offices. Kimberley Walsh Currently plays Princess Fiona in Shrek the Musical, which reached 7th place in Encore's best selling musicals after only opening half way through 2011.

Encore's top ten musical favourites for 2011 included perennial hits such as Lion King, Wicked and Billy Elliot, but included newcomers such as Ghost, the Wizard of Oz and of course, Shrek the Musical.

Said Encore's UK Sales Manager Richard Woolliss: "It is great to see so many widely loved musicals in the top ten. Going to the theatre is a special day out for many people and they want to see shows they know they know they are going to enjoy."

A similar theme is reflected in the Play's list with favourite War Horse at the top and Woman in Black coming in third, both of which are going to be top movie blockbusters during 2012.

Added Richard Woolliss: "It is also no surprise to see the RHS flower shows, Buckingham Palace, the Houses of Parliament and the Ideal Home Show- all of which we are selling again this year - so high up in the Attractions list".

Musicals	Plays	Attractions
Jersey Boys	War Horse	RHS Chelsea Flower Show
Lion King	Railway Children	Hampton Court Flower Show
Ghost - The Musical	Woman In Black	RHS Garden Show Tatton Park
Wicked	39 Steps	Buckingham Palace
Les Miserables	Ladykillers, The	Houses Of Parliament
Wizard Of Oz	Pitmen Painters, The	London Eye
Shrek The Musical	Stomp	RHS Show Cardiff
Billy Elliot	Mousetrap	Bateaux Lunch Cruise
Mamma Mia	Three Days In May	Ideal Home Show
Dreamboats and Petticoats	Noises Off	Zoo Lates!

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