



## PRESS RELEASE

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### **Socks? Smellies? How About A Night At The Theatre Instead?**

SeatChoice.com offers some top tips on how to buy someone a great night out without breaking the bank

If you're struggling to think of what to buy friends and family this Christmas why not treat them to a night at the theatre? Leading theatre and gig ticket comparison website SeatChoice.com has some top tips on how to save a packet on tickets for the big London productions and says that two people can still see a great show like Dirty Dancing for just £35.00.

#### **Tip One - Shop around!**

Whether you're buying car insurance or theatre tickets it pays to compare. Different ticket agents charge different prices and have different booking and handling fees all of which combine to make the total cost of your seats. When you search for tickets with SeatChoice.com the results show you the face value of the tickets available from the different ticket suppliers, any discounts available and the different fees payable so you can compare the total price, not just the ticket price. It also makes it really easy to compare availability on different dates.

For example, running a search on SeatChoice.com for tickets to Dirty Dancing on Saturday 15<sup>th</sup> of January 2011 revealed that you could pay between £30.00 and £135.00 for two tickets to the same performance that evening with booking fees ranging from £5.00 to £36.00. The cheapest deal for two seats was £35.00. The most expensive was £166.00.

#### **Tip Two - Shop safe!**

Unfortunately there's a serious problem of criminals setting up fake ticket websites, taking your money for tickets they don't have and then disappearing with the cash never to be seen again. The websites are often very professional looking and may even have glowing testimonials from existing customers which are of course completely made up. Search for 'Discount Theatre Tickets UK' using Google and you'll get nearly 6 million results so where do you start? It's extremely difficult to spot a fake ticket website so stick with the names you know and trust. SeatChoice.com only deals with legitimate, authorised ticket agents which means when you find your theatre or gig seats through Seatchoice.com you can be sure of receiving the tickets you buy at the price you see.

### **Tip Three - Monday night is the new Saturday night!**

Go earlier in the week. Most shows discount tickets earlier in the week when sales are harder to find. Even for very popular shows it's worth searching for deals on Monday and Tuesday nights as you're far more likely to find discounted tickets available than you will for Friday and Saturday nights.

### **Tip Four - Be flexible!**

Sometimes good discounts are offered on a "best available" basis. This means you may not know your seat numbers before you arrive at the theatre but the staff will seat you in the best seats that are not sold at full price. They can often be pretty good seats too.

### **Tip Five - Aim a little higher!**

If you are on a really tight budget try for seats in the balcony and upper circle. The best seats in the theatre sell out first which often means that theatres struggle to sell the cheaper seats which are higher up or have a restricted view. If you don't mind sitting a bit further from the stage, and are really watching every penny, you can often find great discounts for these seats.

For example several top shows including Wicked, Dirty Dancing, Les Miserables and Shrek have seats higher up in the auditoriums for £20.00 or less.

SeatChoice.com founder Robert Iles said: "Buying theatre tickets for a friend or loved one is a thoughtful Christmas gift that they will really thank you for. And if you're a savvy shopper it could cost you much less than you think. Take a girlfriend to see Dirty

Dancing and you could both have a fabulous night's entertainment for just £35.00. Or how about treating your parents to a performance of Les Miserables for just £42.00? Whatever show you choose, a surprise night at the theatre will beat socks and smellies every time!"

SeatChoice.com conducts real-time searches of theatre box offices and over 20 ticket outlets including leading ticket agents such as Encore, Ticketmaster and Keith Prowse as well as specialist theatre break agents and secondary ticket suppliers such as Seatwave and Viagogo. SeatChoice.com currently searches over 34,000 ticketed shows and events.

**-Ends-**

**For further information please contact:**

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**If you would like to link to our website please use** <http://www.seatchoice.com>

**Notes to editors:**

Ticket searches were carried out on the 5<sup>th</sup> of October 2010 using SeatChoice.com.