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## PRESS RELEASE

### **Some Consumers Pay Up To Three Times More For Their Theatre Tickets By Not Shopping Around**

SeatChoice.com urges theatergoers to compare before buying

Research from leading theatre ticket comparison website SeatChoice.com has found that theatregoers can still pay nearly **three times** more for their tickets than savvy shoppers if they don't compare theatre ticket deals before they buy.

Ticket searches for a variety of West End productions including *Oliver!* and *Dirty Dancing* reveal some substantial differences between the discount deals offered by different ticket suppliers. And what makes it even more confusing for consumers is that whilst a ticket agent may have the very best deal for seats to one show they may not have any deals for another.

A search for tickets to *Blood Brothers*, which stars Melanie C of the Spice Girls who has won critical acclaim and several award nominations for her role as Mrs Johnstone, best illustrates why theatre goers should always shop around.

Carrying out a search using SeatChoice.com for two tickets for the evening performance on the 21<sup>st</sup> of April shows one ticket supplier selling two seats in the stalls for £55.00 each (their full face value) plus booking fees of £9.10. A total cost of £119.10 for two tickets. A competing ticket supplier in the same comparison for stall seats in the same performance offered a discount of £33.00 per ticket and no booking fees making the total cost of the two tickets just £44.00. That's a saving of £75.10 for taking just a few minutes to compare deals from different ticket suppliers.

And it's not just the shows which have been around a while which have the big discounts.

*Oliver!* opened in January last year and has been one of the biggest crowd pullers in the West End but savvy theatre goers can still get great discounts on tickets by shopping around. For example, using SeatChoice.com to compare the availability and pricing of seats to the evening performance of *Oliver!* on Wednesday 21<sup>st</sup> of April revealed potential discounts of up to £25.25 per ticket for seats in the dress circle. Two tickets with a combined face value of £126.50 could be found for a total of £76.00 and there were no booking fees. This makes a total saving of £50.50 on the box office price.

*Dirty Dancing* is another smash hit show with a reputation for being sold-out. However, searching for two tickets for the same evening performance (21<sup>st</sup> of April) found two seats in the dress circle with a combined face value of £125.00 available for £77.00, again there were no booking fees. This constitutes a saving of £48.00 for the night.

SeatChoice.com founder Robert Iles said: "Now that the evenings are drawing out again more people will be considering booking up for a night at the theatre. However, just as you can save money by shopping around for car insurance you can also save a packet by comparing theatre ticket suppliers. Simply going to the same ticket supplier each time or choosing the first ticket agency which crops up on a Google search could in some cases mean paying nearly three times more for your tickets than you need to. Using a ticket comparison site such as SeatChoice.com to compare seat prices and booking fees can save you a lot of time and a lot of money."

**-Ends-**

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

**Notes to editors:**

Individual ticket searches carried out on the 24<sup>th</sup> March 2010

Covering all genres and the whole of the UK, SeatChoice.com provides links to tickets, meal deals and theatre breaks from a wide range of reputable suppliers. In addition to providing links, SeatChoice.com conducts real-time searches of price and availability for many shows.

Over thirteen million theatre tickets are sold each year in London alone with increasing numbers of people choosing to buy online. However, using search engines often returns overwhelming and confusing results.

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 displays the ticket face value, the available discount, any applicable booking fees and the total cost of the tickets for each ticket supplier as well as displaying which suppliers don't have tickets for that performance.