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## PRESS RELEASE

### **Say 'I Love You' With A Night At The Theatre For Less Than The Price Of A Bunch Of Roses**

With Valentine's Day fast approaching research by leading theatre ticket comparison website SeatChoice.com has found that couples could enjoy a romantic night out at a West End show for less than the price of a dozen red roses from Interflora.

Carrying out real-time searches of a wide range of ticket agents and suppliers, SeatChoice.com were able to find two tickets for top shows such as Chicago, Phantom of the Opera, Les Miserables and Blood Brothers for performances during the week commencing the 14<sup>th</sup> of February 2011 all for under £50.00. The cheapest bunch of a dozen red roses delivered by Interflora on Valentine's Day morning would cost £49.98.

What's more, the search revealed some amazing discounts of over 50% currently being offered by several ticket suppliers.

SeatChoice.com found two tickets to see Chicago at the Cambridge Theatre, London on Wednesday 16<sup>th</sup> of February 2011 for £46.00 with no booking fees. This was a total saving of £48.50 on the face value of the two Upper Circle tickets.

Tickets to the classic love story Phantom of the Opera at Her Majesty's Theatre, London are available for just £20.75 each plus a £2.10 booking fee making a total cost of £43.60. These are Balcony seats for the evening performance on Wednesday 16<sup>th</sup> of February.

Researchers also found two tickets to see Blood Brothers at the Phoenix Theatre, London on Wednesday 16<sup>th</sup> of February 2011 for £44.00 with no booking fees. The Stall seats have a face value of £56.00 each so the discount found was a massive £68.00 or nearly 60%!

And two tickets to Les Miserables, the longest running West End musical in history, were found for £42.00. They were Upper Circle seats for the evening performance on Wednesday 16<sup>th</sup> of February 2011.

SeatChoice.com has compiled a three step guide for a great night out, at a price which won't break your heart, or your bank balance:

### **Tip One – Shop around!**

Whether you're buying car insurance or applying for a credit card, it pays to compare before you buy. Exactly the same rules apply to buying theatre tickets.

Different ticket providers offer different prices, discounts and booking fees for different shows, seats and performances so you should always shop around using a reputable ticket comparison service before you buy.

### **Tip Two - Give the tickets on Valentine's Day but see the show a couple of days later**

Tickets for performances on Valentine's Day itself are always extremely popular so discounts are scarce for the 14<sup>th</sup> of February itself. However, if you give the tickets on Valentine's Day and then go to the show just a day or so later demand is greatly reduced, there are more tickets to choose from and more discounts are available.

### **Tip Three – Book clever!**

Avoid weekends and school holidays if you can. Theatre producers know that demand for tickets will be high and so they rarely discount tickets for these periods, however, look out for good meal deals or even free hotel rooms with full price tickets – these can be real bargains.

Aside from Valentine's Day this year which falls on a Monday, 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 and Wednesday nights as you're far more likely to find discounted tickets available.

And remember, theatre is not just about London – look to your local metropolis or local theatres, they will often have great deals on.

Robert Iles, founder of theatre ticket comparison site SeatChoice.com said: "With some excellent discounts currently available a romantic night out for two at a top show could cost less than a bunch of roses on Valentine's day. Rather than 'saying it with flowers' this year, why not say it with tickets for a great night out instead? It could actually be cheaper and is certainly a more imaginative Valentine's Day treat."

**-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:**

\* The Heavenly Rose hand tied bouquet from Interflora is their cheapest bouquet for Valentine's Day containing one dozen red roses. The standard size bouquet costs £39.99 plus an additional £9.99 for morning delivery on February 14<sup>th</sup> making a total cost of £49.98 – source Interflora.co.uk

Ticket searches were carried out in real-time on Friday 7<sup>th</sup> January 2011 using SeatChoice.com

All ticket data used is from SeatChoice.com's comprehensive records of productions and ticket sales dating back to 1996

SeatChoice.com conducts real-time searches of theatre box offices and a wide range of ticket outlets including leading ticket agents such as Ticketmaster and Keith Prowse, and secondary ticket suppliers such as Seatwave and Viagogo. Combined, SeatChoice's suppliers offer tickets to over 7600 plays, shows and concerts across the country.