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Wizard of Oz is a big hit - a year before it opens!

SeatChoice.com sees a ten-fold increase in site traffic as tickets go on sale

The yellow brick road could be pure gold for Andrew Lloyd Webber if initial demand for Wizard of Oz tickets is anything to go by. Leading theatre ticket comparison site SeatChoice.com has reported a huge interest in tickets for the new production of The Wizard of Oz, beating even the rush for Oliver! tickets when they were first released.

Visitors to SeatChoice.com, which helps consumers to find the best deals for theatre and gig tickets all around the country, have been flocking to the site since they went on sale last week, despite the fact that the TV search for a newcomer to play Dorothy won't be concluded until this Saturday the 22nd of May.

Although this has been the fourth televised search for a new West End star it seems the exposure provided by the BBC TV show 'Over the Rainbow' has still given ticket sales for the Wizard of Oz a massive kick start. The initial demand appears to be exceeding that seen for Oliver! The Sound of Music, Grease and Joseph, the other West End shows which used the TV talent show format to find leading cast members.

SeatChoice.com founder Robert Iles said: "As soon as the tickets were released we saw a tenfold increase in people looking at tickets with searches for The Wizard of Oz far outnumbering any other. There was a good demand for Oliver! tickets when they were first released but this is much bigger and I expect we'll see a second surge of interest when Dorothy has been chosen. I imagine Lord Lloyd Webber will be delighted with advanced interest especially as the show doesn't even open until the end of March next year!"

The show, which will be at The London Palladium, previews from 29th of March 2011 and tickets have been on sale since 8th May. Prices range from £24.25 for seats in the upper circle to £62.50 for stall seats. However, booking fees vary from £0.75 to £14.00

depending on the ticket supplier so SeatChoice.com advise shopping around for the best deal.

-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:

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.