



23 September 2009

## PRESS RELEASE

### SEATCHOICE.COM REVEALS THE 10 BEST THEATRE DEALS IN LONDON

Discounts of up to 62% make Autumn a great time to visit the West End

According to leading theatre ticket comparison website SeatChoice.com the Autumn could be a great time to visit the West End with some remarkable discounts for those willing to shop around. For example, one ticket supplier for Blood Brothers is offering top price seats in the stalls for up to 62% off their face value for Wednesday evening performances throughout September and October.

Another ticket supplier, Encore, is currently running a 'September Sale' with discounts of up to 50% and other suppliers are competing with their own discounts and offers.

Even better news for theatre goers is that many discounts apply to the best seats in the house including those in the stalls and the circle, so getting a great deal doesn't mean getting a terrible view.

Discounts are available on new productions as well as some West End stalwarts. One ticket supplier is offering £62.50 stall seats to Sister Act at £38.00, a discount of 39%, and stall seats for Hairspray are also being offered with 47% off the face value.

Show	Ticket face value	Seat	Best Price on SeatChoice.com	Discount %
Blood Brothers	£52.50	Stalls	£20.00	62%
The Woman in Black	£42.50	Stalls	£21.00	49%
Hairspray	£62.50	Stalls	£33.50	47%
Dreamcoats and Petticoats	£50.00	Dress Circle	£27.50	45%
We Will Rock You	£55.00	Circle	£31.00	44%

Grease	53.50	Stalls	£31.00	41%
Chicago	£59.75	Stalls	£36.75	39%
Sister Act	£62.50	Stalls	£38.00	39%
Dirty Dancing	£60.00	Dress Circle	£38.50	36%
Les Miserables	£59.00	Stalls	£38.00	35%

SeatChoice.com founder Robert Iles said: "Many ticket suppliers are offering great discounts for the top London shows especially for midweek performances. Friday and Saturday nights are still the most popular nights for an evening at the theatre so it is more difficult to get deals for the weekend. If you shop around and can go out on a Tuesday or Wednesday night instead you can save a packet at the moment."

SeatChoice.com have recently added some useful tools to help consumers get the right tickets at the best price. A selection of graphs for each show or event display information such as the volume of searches for tickets to individual shows and the dates when there has been most demand, the success rate for ticket searches to performances by date and information indicating maximum and minimum ticket prices and booking fees.

Using this information, theatregoers can identify on which dates they are most likely to find tickets available and which dates are most likely to return results with discounted ticket prices and low booking fees. Visitors to the site can see this valuable information for performances 14 days ahead whilst registered SeatChoice.com customers get to look 28 days ahead.

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.

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.

**-Ends-**

**For further information please contact:**

Jason at MAW Communications on 07824 818242  
Gordon at MAW Communications on 01603 505845

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

**Notes to editors:**

Ticket searches for all the ten productions listed above were carried out for evening performances on Wednesday the 7th of October.