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## PRESS RELEASE

### THE TOP FIVE TIPS FOR FINDING BARGAIN THEATRE TICKETS

SeatChoice.com Shares The Secrets Of Savvy Theatre Goers

Money's tight and your belt has been drawn in about as much as it can take, but life would be very dull if you couldn't enjoy yourself once in a while. Some people may think a night out at a West End show is a luxury they can ill afford right now, but by following a few simple tips from theatre ticket comparison website SeatChoice.com, two people could still see a top London show for £30!

Robert Iles, founder of theatre ticket comparison website SeatChoice.com said: 'In these dark and sometimes depressing times few experiences can lift the spirit more than a great night out at a top show. And for savvy shoppers a trip to the theatre doesn't have to be an expensive, once a year treat.'

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

Whether you're buying car insurance or applying for a credit card, it pays to compare what different companies offer and charge and exactly the same applies to buying theatre tickets. Different ticket agents have different mark-ups and charge different booking and handling fees so you could pay more than double for your tickets than the person sitting next to you depending on where you bought them from. When you do a search for tickets with SeatChoice.com it shows you the face value of the tickets available and the different fees payable so you can compare the total price, not just the ticket price.

For example, running a search on SeatChoice.com for tickets to Joseph and his Amazing Technicolour Dreamcoat for Tuesday the 2<sup>nd</sup> of December revealed a big difference in cost for seats in the same part of the theatre for exactly the same performance.

<b>Ticket supplier (x2 tickets)</b>	<b>Seats</b>	<b>Face Value</b>	<b>Booking fees</b>	<b>Total cost</b>
SEE Tickets	Upper Circle	£15 each	£0	£30
West End Theatre Bookings	Upper Circle	£30 each	£20	£80

Taking a few minutes to compare the market could save £50 off the cost of your night out or, to look at it another way, it could pay for your pre-show dinner and drinks.

### **Tip Two – 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.

### **Tip Three – Monday night is the new Friday 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.

### **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 be pretty good seats too.

### **Tip Five - Get up in the Gods.**

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 a search for seats to one of the West End's most hot selling shows, Dirty Dancing, revealed that Ticketmaster had two seats in the Grand Circle with a restricted side view for just £15 each plus a £2 booking fee for Monday the 24<sup>th</sup> of November.

SeatChoice.com conducts real-time searches of theatre box offices and over 20 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.

**-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:**

Robert Iles has spent a lifetime in the theatre industry and has over twenty years experience in ticketing systems including developing the first online ticket sales system for the National Theatre. He is also a keen actor and playwright.