

## Press Release



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### Ticket Sales Surge for Forest Show

Ticket sales for Perthshire Big Tree Country event, The Enchanted Forest, have soared in recent days, and are now selling at a faster pace than ever before.

Eddie Thomson, chairman of the Highland Perthshire Area Community Interest Company which runs the event, commented "The box office has been inundated with phone calls and online ticket sales in recent days, with sales spiking at around 1500 ticket sales per day. This is an unprecedented speed of sales and almost three times the daily volume of tickets we would normally sell at this stage in the show's run."

The surge in ticket sales puts the event firmly on the road to selling well in excess of the record breaking 20,000 tickets sold in 2010.

Tricia Fox, marketing manager for The Enchanted Forest said "In total we have an available capacity of just over 25,000 tickets for this year's event however asking for a 20% increase in ticket sales is a big challenge for the event. However we've aimed high and it now looks certain we will comfortably surpass last year's ticket sales by Monday and, with two weeks still to go, this year's ticket sales are now destined to break all previous records."

The year's theme, Transitions, was designed by Simon Wilkinson and RJ McConnell and has proven to be exceptionally popular with visitors, with many claiming it is the best show yet.

With almost 90% of visitors to the show citing The Enchanted Forest as their main reason for visiting Pitlochry, it is no surprise that the event brings over £1 million of additional spend to the local economy. Over 50% of visitors opt to stay overnight in the area, as well as eat in local restaurants and buy goods in local shops and it is this boost to the local Perthshire economy, at a traditionally quieter time of year, that the Highland Perthshire Area Community Interest Company has as its main objective.

Eddie Thomson commented, "The primary objective of the Community Interest Company is, quite simply, to ensure that Pitlochry retains this amazing event which brings so much to the area and is a genuine boost to businesses, creating jobs and stability in Highland Perthshire. The fact that demand for tickets is higher than ever is great news for both the event and the businesses in the surrounding area."

For further information about the Enchanted Forest and to purchase tickets, visit the Enchanted Forest website at [www.enchantedforest.org.uk](http://www.enchantedforest.org.uk). The show runs from 7<sup>th</sup> – 29<sup>th</sup> October at The Explorer's Garden in Pitlochry.

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