



## **Hotel Direct – Become a Star for a Day**

- The nation's leading theatre bloggers have created a London-based itinerary in the theme of their favourite West End character
- 1000s of theatre lovers have been voting for their favourite
- The winning itinerary will be turned into a reality for London visitors on the Hotel Direct website

*London, 16<sup>th</sup> July*

Star for a Day is an online theatre hub created by Hotel Direct to provide an exclusive insight into West End actors and the characters that they play.

And the company has recently launched a campaign on the hub to promote the UK's best theatre writers. Bloggers from across the UK were invited to create a day in the life of their favourite character, with the winner having the itinerary turned into a reality for them and a friend.

The best 8 entries have been shortlisted and the public are now invited to vote for their favourite. This will then be permanently featured on the Hotel Direct site as a bookable experience alongside other itineraries recommended by West-End leads such as James Backway (*War Horse*) and Matthew Spencer (*1984*).

Among the entries you will see featured on the shortlist are characters from *Wicked*, *Matilda*, *Gypsy*, and *Phantom of the Opera*: <http://www.hoteldirect.co.uk/starforaday/top-entries.html>.

### **Star for a Day entry**

This project has highlighted the creativity of a new generation of theatre writers.

One of the entries by Ian Foster starts at The London Dungeon: a fitting place for Erik 'The Phantom', before being whisked off to a meal français at *Boulestin*. After the brilliant West End production of *Phantom of the Opera* at Her Majesty's theatre, he recommends heading to the spooky Cahoots underground bar, evoking the spirit of Christine's travel through Paris' sewers, adapting to London by swapping the boat for a tube carriage... naturally.



## PHANTOM OF THE OPERA

Erik (AKA the Phantom)

**Ian Foster**

- London dungeons
- French restaurant - Boulestin
- Phantom of the Opera
- Bar - Cahoots

[Read about Ian Foster's itinerary here](#)

VOTE

“With this unique competition we wanted to champion the most creative theatre writers in the UK and challenge them to come up with a brilliant theatre break,” says company director Mark Wilson.

“Adding value for our customers is of key importance for us, and we are really pleased with all the imaginative itineraries that have been submitted. We’re waiting in suspense to see which one we will be turning into a reality”.

**Ends**

### **Notes to Editor:**

For further information, comment or data, please contact Tom Brierley-Downs, Account executive at STEAK digital:

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### **About Hotel Direct:**

Launched in 1997, Hotel Direct is a hotel booking service wholly based in the UK. Over 2 million people have booked hotels with Hotel Direct. They are the only hotel agent with a full 5 star Google seller rating and near perfect score of 4.9/5.