



Hotel Direct Launches Star For a Day

London, 08th April

Theatre break specialists, Hotel Direct, has launched an online theatre hub, [Star For a Day](#). It includes exclusive interviews with West End stars including James Backway, the new lead role in War Horse and Robert Lonsdale our featured actor from the drama school ALRA. Accompanying the interviews will be character themed London itinerary's based on the characters played by the stars.

Hotel Direct, a Cornwall based hotel booking company, revealed that in the past year customers booking theatre breaks on the site is up 20% compared to the previous year. From the period of March 2014 to March 2015 theatre break bookings accounted for 24% of the overall bookings on the site, a 6% rise from the same period the year before, and the highest figure since Hotel Direct incorporated theatre breaks on the website.

Star for A Day has been created due to the rise in popularity of theatre breaks on the site and to give customers a greater user experience and more knowledge about the shows that can be booked as part of a theatre break.

James Backways recommends a fantastic character themed day based on his role in War Horse that includes visiting the horses at Hyde Park studios, discovering the history of horse in the war at Household Cavalry Museum, going to watch War Horse at the New London Theatre and then heading for drinks at Proud Camden (Old horse stables).

Mark Wilson the founder of Hotel Direct said: "it's great to have West End stars on board with our new Star For a Day adventure. We hope to make booking a theatre break through Hotel Direct a fun experience where customers can find the best possible hotel to stay in accompanied by a great West End show to see on their trip".

Hotel Direct offers 100's of bookable West End shows and attractions that are constantly being updated and tweaked to provide the best entertainment to go along with your chosen hotel. Over the last year, Hotel Direct has paid particular focus to its Theatre Breaks offering, partnering with Encore Tickets Ltd. to enable customers to book theatre tickets and hotel rooms as a package. They are adding attractions into the mix this year.

Ends

Notes to Editor

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About Hotel Direct:

Launched in 1997, Hotel Direct is a hotel booking service wholly based in the UK. Over 1 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.