



ROYAL
OPERA
HOUSE



14 NOVEMBER 2012

ROYAL OPERA HOUSE TOURS LAUNCHED IN PARTNERSHIP WITH THE ULTIMATE TRAVEL COMPANY

The Royal Opera House and The Ultimate Travel Company announce the launch of **Royal Opera House Tours**, a unique collection of overseas tours exploring the worlds of opera and ballet.

This first season of tours combines the heritage and world-class excellence of the Royal Opera House and The Ultimate Travel Company's thirty years' experience creating the very best in bespoke travel. Each tour begins in London with a private backstage tour of the Opera House followed by a performance of either opera or ballet at the iconic Covent Garden theatre with overnight accommodation in the luxury hotel, One Aldwych. An experienced guest lecturer accompanies each tour and there are opportunities to meet world-class artists in the different venues visited.

Alistair Roberts, Managing Director of Royal Opera House Enterprises, said "This new partnership with The Ultimate Travel Company is very exciting for us. Licensing and commercial partnerships are a key part of our ongoing business to support the work on stage at the Royal Opera

House, and to be able to share some of our knowledge of opera and ballet with these international tours where people will see other companies performing in their unique settings is all part of broadening the enjoyment and passion that we have for our art forms.”

Nick Van Gruisen, Managing Director, The Ultimate Travel Company said “We are thrilled to have been invited to partner the Royal Opera House to create a series of tours that will offer a behind the scenes experience to rival the on stage magic of some the world’s greatest opera and ballet companies’.

The Royal Opera House Tours season begins on 18 March 2013 with a nine day visit to Vienna to see *Aida* and *Fidelio*, then Salzburg for *Parsifal* and a concert with **Evgeny Kissin** performing Beethoven’s Piano Concerto No 4. The tour starts at the Royal Opera House for the performance of George Benjamin’s *Written on Skin*.

Two further tours in 2013 include an opera tour to Santa Fe and San Francisco Opera to see the specially commissioned *The Gospel of Mary Magdalene*, and a ballet tour to St Petersburg’s Mariinsky and Mikhailovsky Theatres for unforgettable performances of Russian ballet.

For detailed information on the new ROH Tours, please visit:

www.theultimatetravelcompany.co.uk/escorted-journeys/royal-opera-house-tours

For further information please contact:

Elizabeth Bell
Head of Corporate Communications
Royal Opera House
Tel: 020 7212 9717/07900 388 512

Gloria Ward
Media Relations
The Ultimate Travel Company
Tel: 020 7386 4646

Howard Rombough
PR Director
One Aldwych Hotel
Tel: 020 7300 1077

Notes to Editors

Royal Opera House and Royal Opera House Enterprises

The Royal Opera House, home to The Royal Ballet, The Royal Opera and the Orchestra of The Royal Opera House, is situated in the heart of London's theatreland in Covent Garden. Each year more than 650,000 people attend performances at the theatre, and many hundreds of thousands of people, in 32 countries around the world, watch their world-class operas and ballets in cinemas.

Licensing and commercial activities are becoming increasingly important as a source of revenue alongside Government support through Arts Council England, box office income, corporate partnerships and philanthropy. This finely balanced mix of funding is essential to ensure that the Royal Opera House can sustain the artistic integrity and excellence for which it is world-renowned.

As well as working with The Ultimate Travel Company, The Royal Ballet brand is licensed to Cocorose London, Joules, Berkeley Square Cosmetics and Something for the Girls greetings cards amongst others. Licensing is part of Royal Opera House Enterprises, established in 2009, to manage the increasing range of commercial activities including venue hires, catering, merchandise and the ROH Cinema Season.