

## Skiddle Had Their Best New Year's Eve Ever

Thursday 16 January, 2014

Christmas and New Year are popular occasions for those looking to socialise, and Skiddle, the Preston-based ticketing agency and what's on guide, can happily say that 2013 was their most successful end-of-year so far.

Continuing to embody their 'Weekends Matter' slogan, Skiddle have reported that they were the UK's largest guide for all New Year's Eve events, with a 50% year-on-year visitor growth. An impressive 2.5 million people used Skiddle to find a New Year's Eve event, and tickets were being sold more than a week in advance, despite the peak purchasing time usually lying in the three days leading up to the 31st December.

Skiddle Director Richard Dyer commented that: "2013 has been a really amazing year for us, we've gone from strength to strength and it's always good to end the year on such a positive note. In 2013 we built and strengthened some great relationships and off the back of these expect exciting developments to come in 2014."

Skiddle recently launched a regional advertising campaign with one of Media Agency Group's two outdoor divisions, [Transport Media](#), amplifying their presence across the city of Manchester through taxi and bus supersedes advertising.

Lee Dentith, CEO of [Media Agency Group](#), said: "It's brilliant to see one of our clients enjoying such a great performance, and we look forward to seeing what innovations Skiddle will bring to their sector in 2014."

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