# LW Theatres launches LW Tickets to revolutionise West End ticketing experience



LW Theatres has announced the launch of LW Tickets, a new ticketing services company that will oversee ticketing operations for its portfolio of six iconic London venues. This includes renowned theatres such as The London Palladium and the Theatre Royal Drury Lane. The initiative is designed not only to manage ticketing internally but also to extend its services to producers and partners throughout the live entertainment sector. According to the announcement, LW Tickets will operate as a wholly owned subsidiary of LW Theatres, delivering full-service ticketing and box office solutions—from strategic planning and technical setup to online checkout, customer support, and data analytics.

The company’s formation results from a partnership with Line-Up, a ticketing commerce platform already utilised by various entertainment organisations in the UK and the US. Industry reports indicate that Line-Up’s new platform has been implemented across LW Theatres’ venues following two years of collaborative development. The system is tailored to meet the specific demands of high-profile theatres and live entertainment venues, offering flexibility for each venue to customise solutions aligned with their business strategies. It also integrates seamlessly with modern technology stacks to provide a customer-centric checkout experience.

Martin Crosier has been named Managing Director of LW Tickets. Crosier’s credentials include over 25 years of experience in the ticketing industry, and he has been instrumental in overseeing significant investment in LW Theatres' ticketing and data infrastructure over the past seven years. These improvements come as part of a broader effort by LW Theatres, owned by Andrew Lloyd Webber, which operates some of the most celebrated venues in London's West End. Their portfolio not only includes The London Palladium and Theatre Royal Drury Lane but extends to His Majesty’s Theatre—home to the legendary production of *The Phantom of the Opera*—the Cambridge Theatre, the Gillian Lynne Theatre, and the Adelphi Theatre, which they co-own with Nederlander International Limited.

LW Theatres has a strong reputation for reinvestment, with more than £100 million ploughed back into the maintenance and development of its historic buildings since 2006. The venues regularly host world-class musicals, plays, concerts, and comedy performances, contributing significantly to London’s cultural landscape.

In addition to the ticketing launch, LW Theatres has expanded its industry partnerships. Notably, Cathay, a premium travel lifestyle brand, has become the first Official Airline Partner for LW Theatres. This partnership enhances customer experiences by offering exclusive benefits such as access to the Cathay Lounge at The London Palladium for Cathay members who book tickets through the LW Theatres website. This kind of collaboration underscores LW Theatres' commitment to innovating the customer journey within its venues.

For theatre enthusiasts, recent deals and promotions help make attending performances more accessible. VoucherAlarm and Honey, online platforms specialising in discounts, offer reduced ticket prices for popular shows under the LW Theatres banner. These include productions like *Matilda The Musical*, *Back to the Future The Musical*, and *Disney’s Hercules*, as well as smaller, diverse performances ranging from *Carly Paoli – Hollywood to Broadway* to *My Neighbour Totoro*. Such offers support broader audience engagement by providing affordable access to London’s acclaimed theatre productions.

One of the shows drawing significant acclaim at LW Theatres' venues is *Back to the Future the Musical*, which won the Olivier Award for Best New Musical in 2022. The production has been praised as ‘perfect musical escapism’ with electrifying entertainment and innovative staging, featuring original music by Alan Silvestri and Glen Ballard alongside hit songs from the iconic film. Its success exemplifies the high calibre of entertainment managed within the LW Theatres portfolio.

In summary, the launch of LW Tickets signals a strategic step for LW Theatres to enhance ticketing operations through bespoke technology and comprehensive customer service, while reinforcing their stature within the West End theatre scene. Combined with notable partnerships and audience-focused initiatives, LW Theatres continues to innovate in delivering memorable live entertainment experiences.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.whatsonstage.com/news/lw-theatres-launches-new-ticketing-business_1688455/), [[2]](https://www.broadwayworld.com/uk-regional/article/Line-Up-Rolls-Out-New-Ticketing-Platform-Across-LW-Theatres-Six-West-End-Venues-20240318)
* Paragraph 2 – [[2]](https://www.broadwayworld.com/uk-regional/article/Line-Up-Rolls-Out-New-Ticketing-Platform-Across-LW-Theatres-Six-West-End-Venues-20240318), [[1]](https://www.whatsonstage.com/news/lw-theatres-launches-new-ticketing-business_1688455/)
* Paragraph 3 – [[1]](https://www.whatsonstage.com/news/lw-theatres-launches-new-ticketing-business_1688455/), [[4]](https://www.excursionsshow.com/2025-exhibitor/lw-theatres)
* Paragraph 4 – [[1]](https://www.whatsonstage.com/news/lw-theatres-launches-new-ticketing-business_1688455/), [[4]](https://www.excursionsshow.com/2025-exhibitor/lw-theatres)
* Paragraph 5 – [[3]](https://theatreweekly.com/cathay-and-lw-theatres-announce-new-industry-defining-partnership/)
* Paragraph 6 – [[5]](https://voucheralarm.com/uk/shop/lw-theatres/), [[6]](https://www.joinhoney.com/shop/lw-theatres)
* Paragraph 7 – [[7]](https://loopla.com/business/lw-theatres), [[4]](https://www.excursionsshow.com/2025-exhibitor/lw-theatres)
* Paragraph 8 – [[1]](https://www.whatsonstage.com/news/lw-theatres-launches-new-ticketing-business_1688455/), [[2]](https://www.broadwayworld.com/uk-regional/article/Line-Up-Rolls-Out-New-Ticketing-Platform-Across-LW-Theatres-Six-West-End-Venues-20240318), [[3]](https://theatreweekly.com/cathay-and-lw-theatres-announce-new-industry-defining-partnership/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.whatsonstage.com/news/lw-theatres-launches-new-ticketing-business_1688455/> - Please view link - unable to able to access data
2. <https://www.broadwayworld.com/uk-regional/article/Line-Up-Rolls-Out-New-Ticketing-Platform-Across-LW-Theatres-Six-West-End-Venues-20240318> - Line-Up, a ticketing software company, has implemented its new platform across LW Theatres' six West End venues, including the London Palladium and Theatre Royal Drury Lane. The platform offers venues flexibility to customise solutions tailored to their business strategies, integrating with modern tech stacks and providing a customer-centric checkout experience. This rollout follows two years of collaboration between Line-Up and LW Theatres to develop a system meeting the specific needs of elite theatres and live entertainment venues.
3. <https://theatreweekly.com/cathay-and-lw-theatres-announce-new-industry-defining-partnership/> - Cathay, a premium travel lifestyle brand, has become the first Official Airline Partner for LW Theatres, marking a significant investment in UK theatre. The partnership includes a presence across all six of LW Theatres' venues in Central London, such as His Majesty’s Theatre, Theatre Royal Drury Lane, and The London Palladium. It aims to enhance customer experiences, including the launch of the Cathay Lounge at The London Palladium, accessible exclusively to Cathay members who book tickets via the LW Theatres website.
4. <https://www.excursionsshow.com/2025-exhibitor/lw-theatres> - LW Theatres operates six prestigious venues, including the London Palladium and Theatre Royal Drury Lane. Owned by Andrew Lloyd Webber, all profits are reinvested into the conservation and development of these iconic buildings. The venues also include His Majesty’s Theatre, home to 'The Phantom of the Opera', the Cambridge Theatre, the Gillian Lynne Theatre, and the Adelphi Theatre, co-owned with Nederlander International Ltd. LW Theatres hosts a variety of world-class musicals, plays, concerts, and comedy events.
5. <https://voucheralarm.com/uk/shop/lw-theatres/> - VoucherAlarm offers exclusive savings for LW Theatres' customers, including discounted tickets for popular shows such as 'Matilda The Musical' starting at £20, 'Back to the Future The Musical' from £19.55, and 'Disney's Hercules' from £29.50. These offers provide theatre enthusiasts with affordable access to some of London's most acclaimed productions, enhancing the cultural experience without straining the budget.
6. <https://www.joinhoney.com/shop/lw-theatres> - Honey, a popular online shopping tool, lists various deals and offers for LW Theatres, including tickets for shows like 'Carly Paoli - Hollywood to Broadway', 'Gabby Bernstein', and 'Sir El Tom John'. Additionally, there are promotions for 'My Neighbour Totoro' with tickets from £25 and 'Live Theatre Shows'. These deals provide theatre-goers with opportunities to experience a range of performances at discounted prices.
7. <https://loopla.com/business/lw-theatres> - Loopla provides information on LW Theatres' performances, including 'Back to the Future the Musical', which has won multiple awards such as the Olivier Award for Best New Musical in 2022. The show is described as 'perfect musical escapism' by Metro and features original music by Alan Silvestri and Glen Ballard, alongside hit songs from the movie. The production is praised for its electrifying entertainment and innovative staging.