



MATTERLEY ESTATE - WINCHESTER  
11TH - 15TH AUGUST 2021  
[Boomtownfair.co.uk](http://Boomtownfair.co.uk)

## **Boomtown announces a reduction in ticket price for Boomtown 2021 With 2021 event details coming on 1st October**

**Boomtown**, the UK's largest independent, theatrically led festival, has just announced that they will be reducing the ticket price for the 2021 event in response to the pandemic. Returning to its home in the Matterley Estate in the South Downs National Park, nr. Winchester, over 11th - 15th August 2021, the creative event has also confirmed that tickets and event details for the 2021 event will all be released on 1st October 2021.

Commenting on the change in pricing strategy Boomtown founders said; *"With so many people going through so much right now, we felt a reduction in ticket price was vital. By reimagining how we run and create Boomtown, we've been able to reduce the price, but also enhance the parts that make us a truly unique experience."*

Boomtown describes itself as: 'A living theatre that ignites imagination and inspires the emergence of a better world through respect, connection, creativity and celebration.' It is an annual five day event, full of intricate film-like sets which hundreds of actors bring to life, with endless venues and streets to explore and a strong ethos focussing on environmental awareness, social equality and self discovery.

2021 is no different and when tickets go on sale, Boomtown will simultaneously unveil the new creative direction, deepend ethos and emergence of a new, extraordinary and boundary pushing world for 2021. [The teaser will drop at 1pm on 1st October and tickets will be released at 7pm.]

With over half of the 2020 ticket holders choosing to support Boomtown and the festival industry during these challenging times by rolling their 2020 tickets over to 2021, there is less than half the amount of tickets available for 2021. Tickets are expected to fly out of the door and the public are encouraged to explore the new price options for the different ticket and instalment options available.

However, in another move to make sure that the process of getting a ticket is far easier for their audience, Boomtown have moved on from their Tiering system in favour of ticketing Phases. This means there will be far more of the lower priced tickets available, for a longer time period, depending on demand. The ticket page with all ticket price breakdowns can be found [here](#) and the teaser [here](#).

Please note, all existing ticket holders will be receiving an automatic partial refund to ensure their ticket price is in line with the lowest priced tier for 2021.

**Key dates:**

The first details for the direction of Boomtown 2021 will be released On 1st October across all Boomtown socials. Keep up to date with all the Boomtown news via [Facebook](#) / [Twitter](#) / [Instagram](#) / [YouTube](#) and sign up to the mailing list [here](#).

- ENDS -

**For Further Information:**

If you would like any more information then please do get in touch with Katherine James at [press@boomtownfair.co.uk](mailto:press@boomtownfair.co.uk). Please find the link to the latest [festival gallery images here](#) and the [teasers here](#).

**Ticket Prices Breakdown:**

All tickets include entry and camping at the festival and will be available from [www.boomtownfair.co.uk](http://www.boomtownfair.co.uk) at 7pm on 1st October.

**Public Transport Saver Festival Entry Tickets (Standard adult 18+)**

Phase 1 - £199 (coach & shuttle packages only: Instalment available)

Phase 2 - £215 (coach & shuttle packages only: Instalment available)

Phase 3 - £228 (coach & shuttle packages only: Instalment available) (release date dependent on VAT changes)

**Festival Entry Ticket: Valid from Thursday-Sunday (Standard adult 18+)**

Phase 1- £209 - Instalment available

Phase 2- £225 - Instalment available

Phase 3 - £239 - Instalment available (release date dependent on VAT changes)

**Festival Entry Ticket + Wednesday Upgrade: Valid from Wednesday-Sunday (Standard adult 18+)**

Phase 1 - £229 - Instalment available

Phase 2 - £245 - Instalment available

Phase 3 - £259 - Instalment available (release date dependent on VAT changes)

**Families:**

- Children 0-12 years - FREE!
- Teens: 5 Day Festival Entry Ticket (13-17) £150 These tickets will become available on the 8th October