

# "Crackers" say Skiddle to the Credit Crunch at Christmas

Submitted by: Skiddle

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It might not be doom and gloom for everyone this Christmas time. In fact for Manchester based [www.skiddle.com](http://www.skiddle.com) the Christmas candles are positively glowing in the face of a pending recession and it's customers are showing no signs of slowing down with their spending.

Not only has the Hitwise fourth busiest entertainment website experienced a year on year growth of 384%, it has also started to sell out on a weekly basis for major Manchester club nights out such as The Warehouse Project.

With discretionary spend at its lowest for a decade, how can such growth be accounted for?

Joint Company Director Ben Sebborn shares the secret of Skiddle: "Skiddle prides itself on its social role – we're not just another .com company, we've grown Skiddle from a personal passion and education in the university of life. This is why we're the only ticket outlet negotiating as standard no handling fees for our ticket sales. This is unprecedented in the industry. We don't like being ripped off on a night out anymore than anyone else does."

The company has found thousands of new customers flocking to its website recently, shunning the traditional ticketing outlets who's pricing remains over inflated and unflexible.

The Skiddle philosophy has gone from success to success with the company also named a finalist in the 2008 Be Inspired Business Awards (BIBA's) for their revolutionary use of e-ticketing for club and mainstream nights out.

As well as a huge events guide, the website also features live real-time hotel and restaurant online booking for the specialised student and club markets. And with more than 700 new events being added every week, Skiddle's success is set to continue in going from strength to strength.

Skiddle's guide to Manchester can be found at <http://www.skiddle.com/cities/manchester/>

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## NOTES TO EDITORS:

Skiddle Ltd is the registered company of [www.skiddle.com](http://www.skiddle.com) and is the fastest growing UK What's On Guide. Specialising in club and music festival markets, Skiddle is a major ticket outlet for all UK events and the leading ticket outlet for all Manchester events including Sankeys, Area 51, Funkademia, One Central Street, The warehouse Project, Joshua Brookes and many more.

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