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Sabotage at the Movie Theater

Wednesday, December 30, 2015

Perhaps regular movie-goers can tell me if my experience is the new norm.

When DH & I went to see Star Wars on Monday, we arrived at the theater 30 minutes early and the line was out the door. DH stood in line while I walked up to the front to be sure that tickets were actually available for what we wanted to see.

The line ended at the concession counter where both tickets and snacks were sold together. I watched for a while and saw that every single person bought popcorn or popcorn plus drink along with their tickets. There was a ticket cashier booth in the lobby that was dark and unused.

I would have preferred to buy a ticket separately and just sit down, but that wasn't an option. I like popcorn, especially with butter (or whatever pseudo-butter they dump on it), but that made me mad. Nothing gets my resistance muscle in gear quite like anger and the feeling that I'm being manipulated. Too bad DH didn't share my annoyance. At least he bought a "medium" popcorn not a large size which when combined with a large drink would have entitled him to free refills.

Is this how tickets are sold now?

We hardly ever go to the movies, but if I do I think I will buy MY ticket online.

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HOLLYM48

Thank goodness our theatres are not like that one. We buy the ticket first and then walk by the large concession stand that smells so very good. When hubby and I got married, we were young and both in school so we never had extra money for popcorn at the movies so I hardly remember ever buying it but it always smelled so darn good. Once we had kids, every time we took them to the movies, they wanted the whole experience so we bought them the kids deal of pop and popcorn. It is still ingrained in me that popcorn and water is an too expensive, even though I could well afford it but in this new lifestyle, it serves me well to think that way. I hope you enjoyed the movie anyway!

1991 days ago



CD15641307

I have never seen a cinema do that? And I've only ever seen free soft drink refills in





restaurants, not cinemas. I guess is just a case of where you're living.
1991 days ago



SYLPHINPROGRESS

I haven't seen a ticket line combined with a junk-food line. Let's call it "chutzpah marketing." The funny thing is that I've bought neither snack nor drink at a movie theater in at least 30 years. Me, who can eat a horse. Somehow I feel that if I can't sit for two hours without stuffing my face, something truly is amiss. Beside, I don't want to juggle containers when I'd rather focus on the movie. I also resent the rigid cup holders on the armrests. Give me back my nice, cushioned armrest!

Screed over. Happy new year, BB.
1991 days ago



CHERALA

I haven't been to the cinema since 2012, but my husband says when he and my Mom attended the other day to see the new Star Wars movie, there were free soft drink refill machines set up... just refill as many times as you like.



We don't buy movie snacks. Period.
1991 days ago



DOVESEYES

It's done that way over here in Aussie too.
1991 days ago



PHEBESS

I find the smell of the fake butter absolutely disgusting. Really gross. So I tend to run through that part of movie theatres.

You might prefer Australian movies - they sell wine by the glass. I was so surprised the first time we went to a movie there!!!
1991 days ago



CD4114015

I am going to ask my son...he went on opening day so you have me curious....seems like a "dumb" way to do it to me!
1991 days ago



ALEXSGIRL1

Its a great way to make money
1991 days ago



KIPSTER52

haven't seen that yet, but I am sure it will happen soon enough.
1991 days ago



GARDENCHRIS

it is a way to rope you in!
1991 days ago



CD10795864

The theatre we usually attend sells tickets both at the ticket counter and at the concession stand.

Bet they will phase out the ticket counter soon.....
1991 days ago



MILLEDGE2

Not surprised! Buying online usually costs about \$1 more, but sometimes that's a small price to pay for (1) avoiding temptation and (2) getting to go to your seat quicker.

Since the horrific events in a Nashville theater last summer, our multiplex "reserves the right to inspect all purses, bags, or backpacks." That is certainly understandable, but it also means I can no longer sneak in a bottle of water and a baggie of apple slices, as I have in the past. Liking to have at least the water, I stand in line to pay about \$4 for a small bottle of water! Yikes!

I suppose the theater knows how to increase its profits. As I sit on a bench waiting for my always-late friend, I am appalled at the overweight people lugging tubs of popcorn into the theater. That puts MY resolve into gear for sure! Especially if they are wearing leggings! Oops!

It's not nice to be so judgmental, but it helps me avoid the tempting snacks!
1991 days ago



ALICIA363

The theatres we go to around here have separate ticket and concession counters. With the amount of time people who are eating take to decide, it really seems more efficient. I would be cheesed off if I felt manipulated, too! Glad another commenter repeated the apple trick I had forgotten.

1991 days ago



KELLIEBEAN

This is news to me. I usually go to our local cheap theater, \$4.00 movie tickets in an old-style theater that shows movies after they have left other theaters.

We buy the tickets at the ticket booth that faces outside the theater so I have no problem walking past the concession stand after buying my tickets.

I am in my happy place with a large tub of buttered (or like you said pseudo butter product), a big coke and a movie. But that bliss is short lived when the stomach cramps kick in later!



1991 days ago



MISCHAKEO

Our theater actually gives you the tickets in the concession store so you are very much encouraged to get popcorn. I was amazed at the number of people carrying giant tubs as it is cheaper if you bring them back to the theater.

1992 days ago



BBEAGAN

Nope, I've not seen tickets and snacks sold at the same counter. That'd annoy me too.

1992 days ago



WATERMELLEN

Yup, that's the manipulation here in Canada too -- and it clearly is so effective. I suspect that all the profit margin is in the snack, not the actual movie ticket . . . and the smell of hot buttered popcorn is SOOOOOOOO seductive (but the calorie count is over the moon!! not to mention fat and sodium and carbs . . .)

1992 days ago



MEADSBAY

That's how the theaters around here do it, too...leading the cows to slaughter, imho.

I always bring an apple in my pocketbook, and a water bottle.

I am trying to train my grandkids not to eat in the theater at all (just like at home ...their mom won't let them eat in front of the tv) but when everyone else is doing it, it is hard, so I pack a few healthy snacks for them.

Although this Friday I am taking them to see the Good Dinosaur and I saved three candy canes from the tree..they will be delighted.



1992 days ago



A_NEW_JAN

The last movie I saw in a theater was "Shall We Dance" (Richard Gere 2004), which I loved.

Even then, the movie tickets were sold at the concession stand.

I prefer to watch movies at home, where I can pause & take a break if I need to, if you get my drift



1992 days ago



NELLJONES

I've never heard of that. I don't know if it was marketing or lack of staff.

1992 days ago



TCANNO

No over here as far as I know but I don't like popcorn anyway

Trev

1992 days ago



CD4199227

I did not know that... well I guess that is good marketing and bad for the waistline.

Lead us not into temptation.....



.I know it is frowned upon but a few almonds in the pocket can help...of course the smell (which is part of the whole allure of the popcorn) is not the same for almonds.
1992 days ago



AMYANN2005

That's how it is at the theaters in my town. I usually wait until the movies come out on DVD to avoid this.

1992 days ago



SUSANELAINE1956

I haven't heard of this yet. I hope it isn't a new trend. It's bad enough to have to smell the popcorn! Online sounds like the way to go.

1992 days ago



ELP14586

Wow. Didn't know that. I hope that isn't the norm. I'd never go again if so.

1992 days ago



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