

SAMPLE COVER LETTER to go out with  
EUROPE Image Tour brochure requests!

UPDATED 1/25/12

<CALLERS FULL NAME>

<Street address>

<City, State & Zip Code>

Dear Mr. or Mrs. <callers last name>,

Thank you for requesting information on an escorted tour to Europe!

The enclosed 2012 Image Tours Europe brochure features several tours of Europe, including the one you requested. We highly recommend Image Tours because they offer superior value with a personal touch and have over 70 years of experience specializing in escorted tours to Europe.

Inside your brochure you will find a Dates & Prices Guide insert for the **2012** tours. Yes, these are tour AND air inclusive prices!

**Book before 2/29/12 and SAVE \$150 per person (\$300 per couple) on any of the tours and departure dates listed in the 'Dates & Prices Guide' insert.**

If you are interested in one of these escorted tours to Europe do not wait to book. Space is already filling up for some departures, and with these incredible savings tours will fill up fast.

All it takes to hold your space is a \$200 per person deposit, plus the optional \$175 per person insurance (see page 75) and a completed and signed Reservation Application (see pull out on page 73). Call me just before mailing, so that I may already call in your reservation to secure your space. I can hold your space for up to 7 days while I wait for your Reservation Application and deposit to arrive in the mail.

Be sure to read the comments from recent travelers, complete with telephone numbers, starting on page 45 under "What People Say about Image Tours". Then start packing for your trip of a lifetime.

Sincerely,

<AGENT'S FULL NAME>

<AGENCY NAME>

<TELEPHONE NUMBER & EXTENSION>

<AGENT'S E-MAIL ADDRESS (if applicable)>