

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

UPDATED 9-30-17

<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 Image Tours 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 has 79 years of experience specializing in escorted tours to Europe.

Inside your brochure you will find:

- **2018 Dates & Prices Guide:** These prices are tour & air inclusive. **Book by 11-15-17 and take advantage of a \$200 per person (\$400 per couple) discount on any of the tours and departure dates listed in the Dates & Prices Guide.**
- **2018 Europe Specials Insert:** These prices reflect savings of up to \$1000 per couple on Image Tours 15-day Heart of Europe[®] Circle Tour; 16-day Capitals of Central Europe Tour; 15-day Germany, Austria & Switzerland Tour; and 17-day World War II Memorial Tour. These special prices are available while space lasts.

All it takes to hold your space is a \$250 deposit p.p., plus the optional \$229 Travel Protection Plan and a completed and signed Reservation Application (see pull out on page 81). 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 60 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)>