

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

UPDATED 2-21-25

<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 have over 80 years of experience specializing in escorted tours to Europe.

Inside your brochure you will find:

- **2025 Dates & Prices Guide:** These prices are tour & air inclusive.
Book by 03/26/25 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.

All it takes to hold your space is a \$250 deposit p.p., plus the optional Travel Protection Plan 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. I can hold your space for up to seven days while I wait for your Reservation Application and deposit to arrive by mail or email.

Be sure to read the comments from recent travelers, complete with telephone number or email, starting on page 56 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)>