CALL SCRIPT

Luxury Travel – Fall 2021 Themed Consumer Campaign

**DIRECT MAIL COMPONENT:**

Hello {name},

I wanted to follow up with you to make sure you received the most recent *Escape* magazine that I sent featuring Luxury Travel. As we move forward, it’s important to stay focused on the things that bring us joy, such as travel. *Escape* is full of wonderful articles on experiences and destinations with exclusive journeys and unique service, including Golfing in Bermuda, Barcelona’s Gaudi and 3 top U.S. Wine Regions that aren’t Napa.

If you dream of an unforgettable vacation designed with unique service and exclusive experiences, then this edition of *Escape* will surely inspire you to make those dreams come true. As always, you’ll find special offers from some of our favorite supplier partners, such as Oceania Cruises, Silversea, Regent Seven Seas, Le Blanc Spa Resort, Sandals Resort and More!

Should something interest you, please let me know, and I would be happy to research it for you! And, when you are ready to turn these travel dreams into reality, you can rely on our agency. We are here for you, whenever you need us.

**(TIP: Make sure you participate in the digital marketing portion of this campaign, and add your email address to the list, so that you can forward the digital version to the client if needed.)**

**EMAIL COMPONENT:**

Hello {first name},

I wanted to follow up with you to make sure you received the most recent *Escape* magazine that I sent featuring Luxury Travel. As we move forward, it’s important to stay focused on the things that bring us joy, such as travel. *Escape* is full of wonderful articles on experiences and destinations with exclusive journeys and unique service, including Golfing in Bermuda, Barcelona’s Gaudi and 3 top U.S. Wine Regions that aren’t Napa.

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