CALL SCRIPT

Trips of a Lifetime – Fall 2023 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 Trips of a Lifetime. This *Escape* edition features wonderful content including an exclusive interview with Royal Caribbean’s Cruisetour Expert, Three Flavors of Croatian Bliss, Japan’s Spiritual Power Spots, and much more!

If you dream of an unforgettable trip of a lifetime, then this edition of *Escape* will surely inspire you to make those dreams come true. As always, you’ll find carefully curated content from some of our favorite partners, such as Sandals Resorts, Norwegian Cruise Lines, Royal Caribbean, Regent Seven Seas, Avalon Waterways, MSC Cruises, Holland America Line, Celebrity Cruises, Scenic Luxury Cruises and Tours, Princess Cruises and Roadtrips.

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 {name},

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