CALL SCRIPT

Off the Beaten Path – Summer 2024 Themed Consumer Campaign

Hello [Client Name],

I hope you are doing well. I wanted to follow up to ensure you received the latest issue of *Escape* Magazine, focusing on Off the Beaten Path. In this edition, you'll find captivating content, including an exclusive interview with AmaWaterways' Certified Sommelier and Wine Specialist, alongside articles on the vibrant world of night markets, tantalizing flavors of the Caribbean, and essential gear for Wine Travelers, among other engaging topics.

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If you envision yourself in an unforgettable off-the-beaten-path adventure or discovering hidden gems, this edition of Escape is sure to ignite your adventurous and curious spirit. As always, we've curated content from some of our favorite partners, including Adventures by Disney, AmaWaterways, Celebrity Cruises, Globus, Journese, Norwegian Cruise Line, Princess Cruises, Sandals, Scenic Cruises, and United Airlines.

Looking forward to hearing from you soon.

Warm regards,

[Agent Name]

**(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.)**