CALL SCRIPT

**History and Cultura Travel – Fall 2024 Themed Consumer Campaign**

Hello [Client Name],

I hope you’re doing well. I wanted to follow up to ensure you received the latest issue of ESCAPE magazine, which focuses on history and cultural travel. In this edition, you’ll find captivating content, including an exclusive interview on embracing Japan’s rich culture and traditions, a feature on Europe’s legendary castles, and a journey through the rediscovered Silk Road, among other engaging topics.

If you’re envisioning yourself on an unforgettable historical and cultural adventure or exploring ancient paths steeped in history, ESCAPE is sure to inspire your wanderlust. As always, we’ve curated content from some of our favorite partners, including AmaWaterways, Azamara Cruises, Celebrity Cruises, CIE Tours, Globus, Holland America Line, Norwegian Cruise Line, Princess Cruises and Viking.

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.)**