

(LETTER 1 – EXHILARATION – BIG SPENDERS)

Dear Mr Smith

**A warm welcome home –
and I hope you had a superb holiday in Barbados!**

(Sandy Lane) is a truly fabulous resort – one of our most popular, for obvious reasons. I hope the arrangements I made for you (and your family) lived up to expectations.

Let's face it: it's not every day (you have the time to go big-game fishing in the Caribbean/you can indulge your love of snorkelling in the crystal-clear waters of the Caribbean/you can rub shoulders with top international golfers/etc).

It's making sure you have the best holiday possible that makes my job so enjoyable. As one of *itc classics'* best customers, I hope you continue to book with us.

You'll see that I've included a short questionnaire with this pack. Just a couple of minutes filling it in will help us maintain the high standards customers like yourself expect from *itc classics*.

Finally, you'll also find details of some of our other 'activity' holidays at top resorts in other parts of the world. Of course, you may want a totally different type of holiday later in the year – seeing the sights in Egypt, for instance, checking out the wonders of New Zealand, or maybe a romantic weekend in Venice?

Whatever you have in mind, I'm here to help you plan a holiday that's exactly tailored to your needs – with the *itc classics* difference!

I look forward to receiving your questionnaire and chatting with you in the next few weeks. In the meantime, if you need my advice on any aspect of your next holiday – no matter how small – please call me on 0001010 10101.

Kind regards

Holiday Consultant, *itc classics*

PS. I've enclosed a couple of my business cards which you may want to give to your friends or members of your family. As you know, there's no better recommendation than 'word of mouth'!

PPS. For details of *itc classics* holidays throughout the world, please go to our web-site: www.itcclassics.co.uk where you can order the brochures of your choice.

(LETTER 2 – EXHILARATION – CLIMBING THE LADDER)

Dear Mr Brown

**A warm welcome home –
and I hope you had a superb holiday in Barbados!**

(Sandy Lane) is truly fabulous resort – a memorable experience that's worth every penny, I think you'll agree.

After all, it's not every day (you have the time to go big-game fishing in the Caribbean/you can indulge your love of snorkelling in the crystal-clear waters of the Caribbean/you can rub shoulders with top international golfers/etc).

I hope the arrangements I made for you (and your family) lived up to expectations. Nothing makes my job more enjoyable than knowing you've had the best holiday ever!

To help maintain our extremely high standards, I've enclosed a short questionnaire which I hope you will return in due course.

I've also enclosed details of our latest offers – not only for action-packed holidays at top resorts throughout the world, but also for something a little different. Shopping in New York perhaps? Seeing the sights of Egypt? Or what about a romantic weekend in Venice?

From your past experience of *itc classics*, you'll know that every holiday represents tremendous value for money. And then of course, there's the personal service that 'makes the *itc classics* difference'!

If I can help you with any detail of any *itc classics* holiday that may have caught your eye, don't hesitate to call me on 00101010. In the meantime, I look forward to receiving your questionnaire in the reply-paid envelope provided and hope to speak with you in the near future.

Kind regards

Holiday Consultant, *itc classics*

PS. I've enclosed a couple of my business cards which you may want to give to your friends or members of your family. As you know, there's no better recommendation than 'word of mouth'!

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(LETTER 3 – REJUVENATION – BIG SPENDERS)

Dear Mrs Brown

**A warm welcome home –
and I hope you had a superb holiday in The Maldives!**

When it comes to spa holidays, The Maldives take some beating. It's hardly surprising that this beautiful part of the world is one of our most popular destinations.

I hope the arrangements I made for you earlier this year lived up to your expectations. You'll probably agree that the XYZ Spa Resort is one of the world's finest.

It's not only the friendly and knowledgeable staff that make this a venue to remember. Feedback from our other valued customers tells us how much they appreciate the Resort's wonderful location, water sports and restaurants. I hope you agree!

It's making sure you have the best holiday possible that makes my job so enjoyable. As one of *itc classics'* best customers, I hope you continue to book with us.

You'll see that I've included a short questionnaire with this pack. Just a couple of minutes filling it in will help us maintain the high standards customers like yourself expect from *itc classics*.

Finally, I've enclosed details of our top spa resorts in other parts of the world. Of course, you may want a totally different type of holiday later in the year – seeing the sights in Egypt, for instance; shopping in New York; or maybe a romantic weekend in Venice?

Whatever you have in mind, I'm here to help you plan a holiday that's exactly tailored to your needs – with the *itc classics* difference!

I look forward to receiving your questionnaire and chatting with you in the next few weeks. In the meantime, if you need my advice on any holiday issue, no matter how small, please call me on 0010101000.

Kind regards

Holiday Consultant, *itc classics*

PS. I've enclosed a couple of my business cards which you may want to give to your friends or members of your family. As you know, there's no better recommendation than 'word of mouth'!

PPS. For details of *itc classics* holidays throughout the world, please go to our web-site: www.itcclassics.co.uk where you can order the brochures of your choice.

(LETTER 4 – REJUVENATION – CLIMBING THE LADDER)

Dear Mrs Jones

**A warm welcome home –
and I hope you had a superb holiday in The Maldives!**

When it comes to spa holidays, The Maldives take some beating. And yet, it's strange how returning from holiday makes you feel relaxed and restless – both at the same time!

I hope the XYZ Spa Resort lived up to your expectations and that the arrangements I made earlier in the year met with the needs of everyone in your party.

The feedback we've had from some of our best customers tells us that the XYZ Spa Resort is among the world's finest. I hope you agree!

But how do you measure value for money? Can you put a price on the friendly and knowledgeable staff at XYZ? Or on its wonderful location, water sports and restaurants?

The popularity of this resort with so many regular customers tells us that this is a top-class destination. Of course, what makes my job so enjoyable is making sure you're happy with every detail of your holiday.

To help us maintain the high standards that customers like yourself expect, I've enclosed a short questionnaire which I hope you can return to us in due course.

Finally, I've also enclosed details of some of our latest offers – not only for spa holidays at top resorts throughout the world, but also for something a little different.

From your past experience with *itc classics*, you'll know that every holiday represents tremendous value for money. And then of course there's the personal service that 'makes the *itc classics* difference'!

If I can help you with any detail of any *itc classics* holiday that may have caught your eye, don't hesitate to call me on 00101010. In the meantime, I look forward to receiving your questionnaire in the reply-paid envelope provided and hope to speak with you in the near future.

Kind regards

Holiday Consultant, *itc classics*

PS. I've enclosed a couple of my business cards which you may want to give to your friends or members of your family. As you know, there's no better recommendation than 'word of mouth'!

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