

# Terrific Tours

## **Special Promotions**

We have decided that to maximise the sales of holidays for the upcoming summer season and bring our company to everyone's attention we will be offering several special promotional opportunities over the next few months. They will include free CDs of summer music especially designed for children, free child places on selected holidays and a competition.

### **Free Child Places**

The first 20 holidays sold to the following locations will attract free child places:

- Egypt
- Greece
- Morocco.

The first child will go free and subsequent children will receive a discount of 25% on the normal price.

All branches may advertise this immediately. Posters will be following shortly.

### **Competition**

You will be receiving information on a competition which customers buying a holiday over £5,000 will be able to enter. The competition will include a tie-breaker slogan which we will be able to use in future promotions. The winner will win the full cost of the holiday they have already purchased.

### **Free CDs for children**

Any customer with children between the ages of eight and ten will be able to send off for CDs containing a range of hit music especially put together for Terrific Tours.

Details to follow within the next two weeks.