

Circular letters

A **circular letter** is a formal letter sent to a large number of selected people to communicate informative news. The inside address is usually omitted while the subject line plays an important role as it outlines the main content of the document.



Tour operators send this kind of letter to travel agents in order to:

- advertise the publication of a new brochure,
- promote a new hotel, a new tourist service, a special tourist offer, etc.,
- inform about the opening of a new structure or any changes connected with the company;
- persuade new customers to choose their services and products.

Circulars can also be sent by e-mail if the text isn't too long, but in this case they are called **newsletters**.



Introducing the company and outlining the professional skills of staff members

Our company was born/opened in... / Our company is based in...

Our company's aim has always been to provide customers with a level of service that is second to none.

We are a tour operator with unrivalled experience of travel as we have been operating in this field since...

We are specialised in... / We are famous for...

Explaining the reason(s) for writing/attracting customer's attention

We would like to draw your attention to our very special new proposals/to the new tours featured in our summer brochure.

We are pleased/glad to communicate the change of address of our company.

We would like to inform you of our special offer.

Giving details/a brief description of products/services offered

Our new brochure contains a wide choice of holiday suggestions from... to...

All our holidays are based on prestigious airlines and selected accommodation.

All our local agents have been carefully selected to offer excellent service and reliability.

Our new brochure offers a variety of tours around...

We offer good quality of service at reasonable prices.

Enclosing illustrative material

Please find here/herewith enclosed/attached our new brochure.

As you can see in the attached brochure...

We are enclosing/attaching our latest brochure with full details about...

Offering further help/encouraging the customer to make contact

We are always at your disposal and hope to have you among our customers.

Should you require any further information, do not hesitate to contact us.

We look forward to hearing from you in the near future

We hope you will make contact with us soon.





1 Read the circular letter and find this information, then underline the sentences which convey these language functions.

- | | | |
|---------------------------------------|----------------------------------|---|
| 1. Sender | 4. Information about the company | 7. Features of the new packages programme |
| 2. Addressee | 5. Title of the advised brochure | 8. Target |
| 3. Reason for writing | 6. Destinations | 9. Information about staff |
| a. introducing the company | | d. encouraging the customer to make contact |
| b. explaining reason for writing | | e. hoping for future business |
| c. giving details about a new product | | |

Top Vacations
234 King street – London W69NJ
tel: 0171 5578642 fax: 0171 5573921
e-mail: topvacations@co.uk

2 November 20...

Dear Travel Agent,

Advertising new packages

Top Vacations is a company born in 2003 whose aim has always been to provide our customers with a level of service that is second to none because we firmly believe that holidays are an important event in your customers' year, but not only for them, for you and us too.

We observed that the most demanding travellers do not like being confined to mass tourism package arrangements, but look for unusual destinations together with a high class of transportation and accommodation.

For this reason we would like to draw your attention to the new proposals featured in our new package programmes entitled "From North to South" which contains a wide choice of holiday suggestions from Antarctica to the most exclusive tropical beaches. As you can see in the brochure enclosed all our holidays are based on prestigious airlines and selected accommodation: we have attempted to offer a range of new products that we are sure will appeal to your most discerning customers.

Our staff are experienced holiday consultants who have visited the destinations many times this year so, should you require any further information, do not hesitate to contact us.

We thank you in advance for the cooperation you will give us in the promotion of these new packages. We are always at your disposal and look forward to doing business with you in the future.

Yours faithfully,
John Sanders

John Sanders
Managing Director



2 Write a circular letter according to the details.

You are the assistant manager of a British tour operator specialized in the organisation of European coach tours ("On the road", 98 Thames road, Dover, Kent, CT20AJH, telephone: 7700 435778, e-mail: ontheroad@co.uk). Write a circular letter to travel agencies to advertise the publication of your new spring-summer brochure where you:

- introduce the company;
- announce the publication of a new brochure;
- give details and send illustrative material pointing out some characteristics of the new products (new destinations, quality of services, potential customers, reasonable prices, ...);
- offer help and assistance;
- express hope that the receiver will make contact with you.