

# Media Release



April 29<sup>th</sup>, 2015

## **Back-Roads Touring gives every travel agent the opportunity to experience the *'Back-Roads difference'***

Back-Roads Touring, the leading provider of small group escorted coach tours throughout the UK and Europe, wants to say a very big thank-you to the travel agent community who have supported them during this record breaking year. To show their appreciation and how important the travel agent community is, Back-Roads are offering an unbelievable familiarization rate for a limited time.

Back-Roads Touring VP of North America, Chris Coillet, says "This is our opportunity to say a very big thank-you to the agent community that has supported Back-Roads Touring this year and in previous years as well as give an opportunity for those less familiar with the brand to discover *The Back-Roads Difference*."

During the month of May, Back-Roads Touring will be offering **50%** off any departure in June, July or August 2015 for registered travel agents and **50%** off for a companion in a twin/double room. The familiarization rate will be open to all IATA/CLIA registered travel agents.

"Having started as a retail travel agent many years ago, I know first-hand how important it is for agents to experience a product themselves so they can feel comfortable recommending it to their customers." says Coillet.

To book this rate, agents need to contact Back-Roads touring on 877 330 4850 or email [info@backroadstouring.com](mailto:info@backroadstouring.com)

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### **ABOUT BACK-ROADS TOURING**

With over 27 years' experience, Back-Roads Touring is the leading provider of small group escorted coach tours throughout the UK & Europe. Featuring more than 55 tours in over 30 countries, each Back-Roads journey is designed to get off the tourist trail and away from the freeways to showcase the region being visited. By featuring intimate local experiences, using charming accommodation and showcasing culinary traditions, each only made possible with their maximum group size of 18.

**MEDIA CONTACT** Chris Coillet | VP North America | +1 845 200 5845 | [c.coillet@backroadstouring.com](mailto:c.coillet@backroadstouring.com)