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ALSACE, BURGUNDY AND CHAMPAGNE-ARDENNE UNVEIL NEW “ABC OF FRANCE PRIVILEGE CARD” ADDED-VALUE PROGRAM

With the introduction of the “ABC of France Privilege Card,” a special cardholder added-value program created by the ABC of France – the regions of **Alsace, Burgundy** and **Champagne-Ardenne** – the experience of travel to all three regions will be greatly enhanced, for less.

During 2002 and upon presentation of the “ABC of France Privilege Card,” American travelers to the ABC of France will be able to discover the best of the French *art de vivre* while enjoying discounts and privileges from more than 100 prestigious participating vendors, including museums and monuments, golf courses, wine cellars and top restaurants. The “ABC of France Privilege Card” program will run exclusively in the United States and Canada until December 31, 2002. One card is valid for two persons.

Great Savings

THE “ABC of France Privilege Card” is the first added-value program of this magnitude and quality launched by any region of France on the North American market, to stimulate increased travel to the ABC of France, and to respond to price-conscious visitors. Many prestigious companies, restaurants and tourist venues have stepped forward to support this program, offering discounts up to 20%. For an initial cost of \$25.00, two visitors to any of the three regions of the ABC of France will save hundreds of dollars.

An Efficient Selling Tool for Travel Professionals

The “ABC of France Privilege Card” adds value to any trip to the ABC of France and greatly benefits tour operators and carriers as well as all travel agents selling trips to Alsace, Burgundy and Champagne-Ardenne. The “ABC of France Privilege Card” can be included in any packaged product to any of the three regions. It fulfills the needs of travel agents to offer added value and discounts to their clients planning to visit the ABC, and it satisfies the traveler, who will be treated as a VIP while discovering the best of the ABC of France and saving money.

Prestigious Program Participants

- Museums, châteaux and monuments such as the Musée d'Unterlinden in Colmar and the Palais du Tau in Reims
- Top restaurants including three-Michelin-starred Au Crocodile in Strasbourg and La Côte d'Or in Saulieu
- Wine cellars including Mumm and Drappier in Champagne-Ardenne, Georges Duboeuf in Burgundy and Léon Beyer in Alsace
- Hiking tours
- Some of the most spectacular and challenging golf courses
- River and canal cruises
- Hot-air ballooning excursions above the vineyards of Burgundy
- Artisans galleries and boutiques

The ABC of France Privilege Card Kit

The "ABC of France Privilege Card" is distributed along with a folder including a detailed map of the regions, practical information and a guide to all participating venues and offers, complete with addresses and contact information.

Validity

The "ABC of France Privilege Card" is valid for two persons traveling together through December 31, 2002. Once in the ABC of France, in order to take advantage of their privileges, travelers must present their "ABC of France Privilege Card" to the vendors.

Cost

Travelers to any of the three regions that comprise the ABC of France can purchase the "ABC of France Privilege Card" for \$25.00 on www.euroquestpass.com. Discounted rates are available to travel agents, tour operators, airlines and car rental companies. Log on www.euroquestpass.com and click on the travel agents tab.

For more information on Alsace, Burgundy and Champagne-Ardenne, and the "ABC of France Privilege Card," please visit the ABC of France website at www.abcoffrance.net

The "ABC of France" is the association of the Regional Boards of Tourism of Alsace, Burgundy and Champagne-Ardenne. The ABC of France was created in 2000 to better promote their destinations in North America, and to better welcome its visitors. While each region retains its authenticity and distinct regional culture, they are geographically close and share a rich history and cultural heritage, adventures for all tastes, some of the best food and wines in the world and a warm welcome. For more information on Alsace, Burgundy and Champagne-Ardenne please visit the ABC of France website at www.abcoffrance.net