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THE ABCs OF FRANCE LAUNCH NEW “ABC PRIVILEGE CARD” PROGRAM

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

As of January 1, 2002, upon presentation of the ABC Privilege Card, American travelers to the ABCs of France will be able to discover the best of the French art de vivre while enjoying discounts and privileges from more than 120 participating vendors, including museums and monuments, wine cellars and top restaurants. The two-year ABC Privilege Card program will run exclusively in the United States and Canada until December 31, 2003. One card is valid for two persons traveling together.

The ABC 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 ABCs of France, and to respond to the price-conscious visitors. In the aftermath of the recent events that impacted global travel, this consumer program is very timely.

The ABC Privilege Card adds value to any trip to the ABCs 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 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 ABCs, and it satisfies the traveler, who will be treated as a VIP while discovering the best of the ABCs of France and saving money.

ABC Privilege Card Program Participants

Many prestigious companies and tourist venues have stepped forward to support this program, offering discounts up to 20%, worth hundreds of dollars in savings. They include:

- 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 Dopff 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 Privilege Card Kit

A handy travel kit has been created to hold the card:

- A plastic pocket-size folder
- The *ABC Privilege Card*
- A folder including a map of the ABCs, practical information and suggested itineraries, a guide to all participating venues and offers, complete with addresses and contact information.

Validity: The *ABC Privilege Card* is valid for two persons traveling together and for a period of 1 year from the day of purchase. Once in the ABCs of France, in order to take advantage of their privileges, travelers must present their *ABC Privilege Card* to the vendors.

Discounted rates are available to travel agents, tour operators, airlines and car rental companies. For more information, please visit www.euroquestpass.com and click on the travel agents tab.

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