



## **FOR IMMEDIATE RELEASE**

### **Rajah Travel Corporation and Heart of Alsace Travel Announce Exclusive Partnership to make Alsace, Champagne and Paris destinations in France More Accessible to the Filipinos Travelers**

**SEPTEMBER 30<sup>th</sup> 2019, MANILA, PHILIPPINES** – Rajah Travel Corporation, in collaboration with Heart of Alsace Travel announced today the signing of exclusive partnership to bring the most fascinating destinations in France, the Alsace, Champagne and Paris regions, closer to the Philippines. The event, highlighted by a cocktail with Alsatian wine-pairing, was held on September 30<sup>th</sup>, 2019 at the Fairmont Makati Hotel.

Olivier Midiere, the Manila-based multi-entrepreneur and CEO of Heart of Alsace Travel said, “Heart of Alsace Travel is the ambassador brand of the French "Art de Vivre", of an extremely rich wine, gastronomy and cultural heritage, as well as a legendary hospitality. The Heart of Alsace Travel’s mission is to enable Filipinos travelers to live exclusive and authentic experiences through extraordinary and unforgettable journeys in Alsace, Champagne and Paris regions to turn one-of-a-kind moments into lifelong memories.”

#### **Pushing to the limits of the unexpected to make the wishes come true**

The event’s exciting highlight was the introduction of the Heart of Alsace Travel journeys, a chance for everyone to follow the regions Wine Routes, to enjoy walking ride, cellar visits and wine-tasting in the vineyards, to explore fairytale villages, and at the same time, to immerse in other flavors and culinary treasures. It is truly a one-of-a-kind gustatory universe, waiting to be explored. These immersive trips will also allow travelers to discover the region’s culture and rich historical heritage.

Heart of Alsace Travel offers three kind of Tours to Alsace, Champagne and Paris regions catering both corporate and individual markets: Exclusive Tour Packages (actually seven thematic journeys of 8 days\*), Tailor-made Tours (focusing Leisure Trips, School Groups Trips, and Pilgrimage Trips) and Corporate Tours ( including Business & Convention Seminars and Incentive Trips).

Thanks to the Exclusive Partnership signed with Rajah Travel Corporation, these Tours will be commercialized to the Filipinos through both through the sales forces and the powerful network of the leading Travel Agency gathering 250 local travel agencies in the Philippines, to make Heart of Alsace Travel’s journeys part of their outbound tour packages offered to customers, helping Filipinos achieve a seamless travel process to France.



Aside from the Travel offers, Rajah Travel Corporation will also sell through its Online Travel Shop five references of the "Heart of Alsace Wine Selection"\*\*, fresh, fruity and sweet Alsatian white and red wines, reaching more people to have a taste of unique Alsatian experience.

The presentation and official launch and booking opening of the Heart of Alsace Travel and Heart of Alsace Wine Selection offers will take place by next October 4<sup>th</sup> during the “**Destination Finder**” event, organized by Rajah Travel Corporation at New World Makati Hotel from 3PM to 9PM.

*\*The 7 Heart of Alsace Travel Exclusive Tour Packages: Wine Route Tour, Heritage Discovery Tour, Wine & Gastronomy Tour, Wine Harvest Tour, Wine & Cycling Tour, Wine & Golf Tour, Fairytale Christmas Tour.*

*\*\*Heart of Alsace Wine Selection: Gewurztraminer Reserve 2018, Riesling Reserve 2018, Pinot Blanc Reserve 2018, Pinot Gris Reserve 2018 and Pinot Noir reserve 2018 from Domaine Gustave Lorentz, Grand Vin d’Alsace.*

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For more information, please visit [www.heartofalsace.com](http://www.heartofalsace.com) and [www.rajahtravel.com](http://www.rajahtravel.com)

**Heart of Alsace Travel... So Good. So Beautiful. So French.**

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#### **About Heart of Alsace Travel and Heart of Alsace Wine Selection**

Heart of Alsace Travel and Heart of Alsace Wine Selection are brainchild of PGI Holding, Inc. an Investment company focus on the creation of innovative and exclusive products, services, brands and concepts in the tourism, food and beverage sectors.

#### **About Rajah Travel Corporation**

Rajah Travel Corporation (RTC) is a travel management company covering almost the entire tourism spectrum including leisure travel (both online and offline), destination management (Philippines), travel management services, general sales agency, and meetings and events management, among others. RTC recently established two new departments – the Tourism Knowledge Center, an online repository for tourism data advocating free flow of industry research works and ideas, and Tourism Site Management, a consultation and management service for established/emerging tourist sites, hotel/resort properties, etc.

Rajah Travel Corporation currently has over 250 team members. Its head office is located in Manila City, and it holds a branch in one of the country’s busiest business districts, Makati City. It also has inplant offices nationwide. It is accredited by the Philippine Department of Tourism, Department of Foreign Affairs, Bureau of Immigration, among others. Rajah is one of the few travel agencies accredited by the Embassies of Singapore, Japan and Korea. It is also an active member of local and international tourism associations including the World Travel and Tourism Council (WTTC) and the International Air Transport Association (IATA).



Most importantly, RTC involves itself in several advocacies including #lostpiecesofhistory, where it advocates to revive important and significant pieces of history that have been forgotten and develops the tourism destinations, keeping in mind that it has to be sustainable and inclusive.

For more information, visit our website [www.rajahtravel.com](http://www.rajahtravel.com).

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