

BUDGET *STRETCHING* TRAVEL IDEAS

Orlando Offers Vacation Values

(NAPSA)—Fun in the Florida sun just got more affordable for many folks planning their vacations, travel experts agree.

The Orlando/Orange County Convention & Visitors Bureau, Inc. (Orlando CVB) and its longtime supporter, American Express®, have teamed up to create a great vacation deal.

From May 1 through June 30, 2002, American Express® Cardmembers enrolled in the Membership Rewards® Program can earn double points at more than 50 Orlando establishments including accommodations, retail outlets, restaurants, attractions and golf courses. It's the first time a destination-wide double Membership Rewards® points program has been offered since the program's inception in 1989. For a complete listing of participants, visit orlandoinfo.com/AmericanExpress.

"Orlando has always been a great vacation draw for travelers," said Howard Fulton, regional vice president and general manager, American Express®. "With our new double Membership Rewards® points offer, we are making it an even more attractive place to visit, bringing a substantial benefit to our Cardmembers and helping to drive spending at local merchants."

"Orlando offers unlimited leisure options for families, couples, empty nesters and convention attendees," says José Estorino, senior vice president of marketing, Orlando CVB. "Now with the offer of double Membership Rewards® points, this summer is truly a great time to visit the area."

Orlando vacationers have a multitude of sightseeing choices,



One of Orlando's spectacular sights: downtown Lake Eola.

with 95 attractions including world-famous theme parks, nature excursions and vibrant displays at museums. In addition, the area offers more than 150 golf courses, a variety of dining experiences and choices of accommodations from budget motels to luxury resorts. It's a vacation destination that can be as thrill-filled or as relaxing as you wish.

To order a free vacation planning kit, visit orlandoinfo.com or call 1-800-551-0181 to discover great deals on packages and surf through helpful information that makes trip planning easy.

To be eligible to earn double points, American Express® Cardmembers must be enrolled in the U.S. Membership Rewards® program at the time of purchase and charge the purchase to an eligible, enrolled American Express Card. Bonus points will be credited to the Cardmember's Membership Rewards® account within six to eight weeks. For more information or to enroll in the Membership Rewards® Program, visit americanexpress.com/rewards or call 1-800-AXP-EARN (297-3276). There is a \$40 annual program fee.