

Interface Tourism announces positive results for the first semester 2016

After a successful year in 2015, Interface Tourism, the marketing, communication and public relation agency specialized in the tourism industry, provides an overview of its first semester 2016.

A strengthened client portfolio

In the last six months, Interface Tourism has consolidated its leading position within the tourism communication sector in France by winning two new representation contracts for the tourism boards of **Hawai'i and the Maldives**. Moreover, **China Tourist Office** in Paris has also appointed the agency for a one off activity in June.

Likewise, during the first six months of this year, **Interface Tourism has won three tenders**, being awarded the promotion of: **Turismo Chile** (Chilean tourism board), **Qatar Tourism Authority** and the MICE promotion of the **Centre-Val de Loire Regional Tourism Committee**.

Thanks to its strong professionalism, clients such as Turismo de Lisboa (Lisbon tourist office) and the Sichuan Province of China also renewed Interface Tourism their contracts with Interface Tourism.

A growing and active agency

For its 16 year anniversary, Interface Tourism took on **a new brand identity and has strengthened and structured its organizational model**. This form of account management, based on expertise, is reflected across all activities implemented by the 25 collaborators for the promotion of their clients:



SUMMARY

1st semester 2016



"Travel is the only thing you buy that makes you richer"

Increases in international tourist arrivals

Many of our agency have registered positive results and are asserting themselves among the growing must-see destinations.

With nearly 5.420 visitors welcomed during the first semester, **Kenya** has seen the strongest growth: +29 % compared to the same period last year.

Asian destinations are also on a roll: arrivals in the **Philippines** have increased by 23 %, reaching 18.420 visitors over the last six months. **Singapore** has also shown a growth of 16 % with more than 59.000 French tourists.

Numbers for **Abu Dhabi** are also very positive: with a 16 % increase, the Emirate has already received 21.000 French visitors during the first semester of 2016.

Similar to last year, Lisbon has reinforced its position of top European destination among the French visitors. Indeed - the Portuguese capital has started the year with an important growth of 9,5 % in the first two months of 2016.