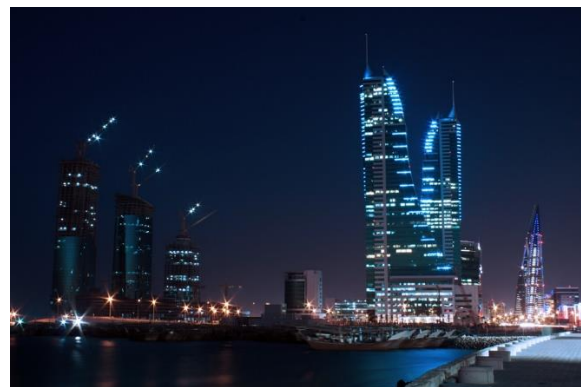


Press release  
Paris, November 30th, 2016

## **Bahrain Tourism & Exhibitions Authority (BTEA) open a French antenna in Paris and launched its promotion toward the French market**

*Following a competitive pitch process, Bahrain Tourism & Exhibitions Authority entrusts its representation to Interface Tourism, a communication, PR and marketing agency dedicated to tourism industry for its development and its promotion in France.*



Within the framework of the launching and development of its promotion activities on the French market, Bahrain Tourism & Exhibitions Authority opens an office in Paris in order to introduce the assets of the destination to French travelers.

Nowadays, the tourism sector in Bahrain represents one of the priorities for the economy of the country. The archipelago has undeniable cultural and historical assets as **Qal'at al-Bahreïn fort, listed as UNESCO World Heritage, the Al Fateh mosque, the National Museum, the pedestrian zone "Block 338" or the famous fisherman's houses of Muharraq.** BTEA wants to position Bahrain as an unmissable destination and increase its number of visitors in developing the short break segment which can be combined to a stop-over within the region.

*"Thanks to a tailored-made promotion, we're looking at developing the knowledge of our cultural and natural heritage, our ancestral traditions mixed with modernity, our singular architecture as well as our great hospitality offer"* declare Cheikh Khaled Bin Humood Al Khalifa, CEO of Bahrain Tourism & Exhibition Authority. Moreover, the Tourism Board will aim at developing the notoriety of the destination through the promotion of segments such as the culture of the natural pearl, motor sports focusing on Formula 1 Grand Prix or scuba diving.

Gaël de La Porte du Theil, President of Interface Tourism and representative of the BTEA in France declares about this new collaboration: *"We are absolutely delighted that BTEA decided to choose Interface Tourism for its representation and promotion in France, and we are convinced that the destination and its strong assets will convince a large number of travelers"*.

A team of experts will be dedicated to the promotion of the destination on the French market:

- Trade promotion and marketing : Clarice Lasemillante
- Public and press relations : Marie Bonnet

**Contact of the BTEA office in Paris**  
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**About Bahrain Tourism & Exhibition Authority (BTEA):**

Bahrain Tourism & Exhibition Authority is the authority in charge of the development of Bahrain on the international markets. Since 2015, BTEA acts for the valorization of the local heritage and the diversity of the country through the promotion of a dynamic and attractive image, the participation to professional events but also the reception and installation of international events. By the rich culture and the ancestral traditions of its territory, the purpose of BTEA is to position Bahrain as a unique worldwide touristic destination by proposing an offer adapted to the visitors' needs both for the leisure and business tourism.

<http://www.btea.bh/>

**About Interface Tourism:** Interface Tourism is an agency dedicated to public relations and marketing in the tourism sector. Strong of a 25 collaborators team, Interface Tourism develops strategies and set up operations in agreement with their customers' needs in Marketing BtoB, BtoC, Press Relations or Social Media. Multidisciplinary, the agency represents many destinations and major private actors of the tourism industry on a permanent basis or for specific operations.

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