

## **Interface Tourism announces positive results for 2016 with a 15% increase of clients number and activities**

Interface Tourism, the marketing, communication and public relation agency specialized in the tourism industry, releases positive results for 2016 and strengthens its leading position on the French market.

### **Positive results for the agency's clients**

In a difficult geopolitical context, the agency's clients announce positive tourists' arrival numbers at the end of the third quarter. Thanks to a strong activity, **the Philippines** end the third quarter of the year with a growth of **11%** of visitor's arrivals. As for **Singapore**, the city-state shows an impressive progression of **10%**, with more than 132,005 French visitors who traveled to Singapore over the period.

Abu Dhabi reinforces its status of popular destination. Indeed, the Emirate received 54,600 French visitors between the beginning of the year and the end of October 2016, namely 8% more than last year at the same period. In Northern America, **Quebec** remains one of the major destinations of the year with a growth of **10%**, namely 357,344 French tourists' arrivals.

### **An agency in full growth!**

**At the beginning of 2016, Interface Tourism adopted a new visual image and reinforced a new organizational model**, following the integration of 5 new employees to strengthen its team. Thus, a system of account management based on expertise was established and proved its worth during actions carried out by all collaborators of the agency.

The digital took a much more central place in strategies conducted for the agency's clients, as well as in public relations and marketing. Interface Tourism reinforced also its skillset and enriched its expertise by putting emphasis on **development of social media** and **content production**.

These developments and this reorganization let the French agency generate a turnover reaching **5 million euros** for 2016, while Interface Tourism Italy and Interface Tourism Spain achieved respectively a turnover exceeding one million euros.

### **Three new destinations represented by Interface Tourism France**

With three new destinations in its portfolio, **Interface Tourism reinforced its position as a key player in the sector of tourism communication** in France with a total of 20 permanent clients. The **tourism boards of Bahrain, Hawaii** and the **Maldives** entrusted their representation to the communication, marketing and public relations agency in 2016.

Likewise, the agency accompanied destinations in a punctual way by winning new tender offers.

During 2016, more than **fifteen destinations** and airlines appointed Interface Tourism for short or mid-term missions. The agency developed innovative strategies while keeping with the expectations of its new clients.

**The year of 2016 in figures!**



During 2016, Interface Tourism organized and successfully completed **55 events**, including 17 dedicated to medias. Moreover, **302 journalists and 54 bloggers** participated to press trips destined to discover the agency’s client destinations. Over the last 12 months, the agency dispatched **270 press releases** and organized **90 interviews** for its clients, thus generating a media value of **160 million euros**.

The company also participated to **24 BtoB and BtoC fairs** on behalf of its clients. In total, **4874 professionals** were trained on destinations represented by Interface Tourism through workshops, trainings or e-learnings, while **313 tourism professionals** had the opportunity to go on a fam trip for MICE and leisure in 2016. All tourism professionals were regularly informed of the latest news of each destinations through 120 newsletters and more than 1 500 posts on social media.

### **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.*

*Follow our news and keep informed of the last tourism trends by subscribing to our Facebook page Interface Tourism France and by following us on Twitter @InterfaceFrance*

[www.interfacetourism.fr](http://www.interfacetourism.fr) - [communication@interfacetourism.com](mailto:communication@interfacetourism.com)

**Contact Interface Tourism France:**  
[communication@interfacetourism.com](mailto:communication@interfacetourism.com)  
01 53 25 11 11