

The agency Interface Tourism appointed to promote the brand Cap Cotentin through digital canals

Paris, June 6 2017 – Following an official tender, the agency Interface Tourism has been chosen by the Office de Tourisme de la Hague, Cap Cotentin, to carry the destination's promotion activities on digital canals for one year.

With a will to improve its visibility and image, the tourism board has entrusted the agency to promote the new brand of the Normandy destination, Cap Cotentin. The strategy will be organized around a will to affirm the Cap Cotentin as a destination with a true personality et to create qualified traffic towards the website, through several "brand content" actions. The community management, video making and editorial content will be amplified through clicks to website campaigns directed towards the tourism board's targets.

More information about Cap Cotentin : <http://www.cap-cotentin.fr>

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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