

## **Interface Tourism counts on the development of its MICE, digital and consulting expertise : new business volumes up 25% in the 1st semester of 2017**

Interface Tourism, a communication, marketing and public relations agency specializing in the tourism sector, provides an update on its activity in the first half of 2017 and presents a positive assessment, rich in novelties and evolutions.

In addition to the good results registered by its clients, the beginning of 2017 was interspersed with important steps for Interface Tourism: the rise of its MICE division, the development of its digital offering and the strengthening of its consulting services. In these areas, the agency recorded an increase in its business volume of 25% in the first half of 2017.

### **MICE activities on the rise**

In full development, the agency's MICE department has increased the number of operations implemented during the first half of 2017, thanks to the acquisition of new contracts. Interface MICE was commissioned by Korea Tourism Organization (KTO) for a series of operations that will run until the end of the year. The Philippines Department of Tourism has entrusted the department with the organization of a workshop for its MICE promotion in France, a first on the French market for the destination. Already client of the agency for its public relations, the city of Lisbon has also decided to call on Interface Tourism to set up a MICE famtrip in the second half of 2017.

Furthermore, in order to pursue its international development and in the continuity of the creation of Interface MICE within the Parisian agency, its Spanish subsidiary Interface Tourism Spain will open this summer its own MICE department based on the French model.

### **A diversifying digital offering**

Early 2017, Interface Tourism won the public contract launched by the Tourist Office of the Hague - Cap Cotentin to promote the Cap Cotentin brand on digital channels. This new contract represents an important step in the development objectives of the agency's digital offering. Created in 2015 to better meet the expectations of clients in the field of social medias, Interface Tourism's digital division reinforces its expertise to propose more integrated solutions and promotional campaigns, extending beyond the sphere of social medias.

In this regard, the department has piloted several missions of content production and diffusion for the Singapore Tourism Board and the Cap Cotentin Tourism Office in association with various influencers: the videographer Tolt, acclaimed by the media for its coverage in the Middle East, traveled to the Southeast Asia city-state to capture its spirit on film, while the group of athletes and video producers of Mountains Legacy has taken advantage of its sport and creative skills to promote the assets of Cap Cotentin.

### **A growing consulting component**

Interface Tourism aims to offer tourism operators a global solution that goes beyond representation activities. As a multi-expert agency, Interface Tourism is also positioning itself on other expertise, such as consulting on tourism issues. The agency has carried out four consulting missions since the beginning of the year.

Taking advantage of Interface Tourism's international network, the Japan National Tourism Organization commissioned the agency to conduct a study on the country's tourism potential on the honeymoon market in France, Spain and Italy. In partnership with a consulting firm, Interface Tourism has also carried out a European

study on the marketing aspects of the tourism scheme of the Reunion Island, an image study of Senegal on the French and European markets and a study within the framework of the development plan of the agglomeration of Moulins in France.

### **Rising arrival figures for agency clients**

The international arrival statistics for the destinations represented by Interface Tourism show overall good progress. At the top of the list, the Philippines and Kenya continue showing a positive evolution, registering growths of + 29% and + 20% respectively in the first quarter of 2017. The city of Lisbon and the state of Hawaii started the year on a high note, with increases of + 9.3% (January to April) and + 5% (January to March). Lastly, Qatar, Abu Dhabi and the Maldives registered a stable growth of + 3% in the first four months of the year.

**Blaise Borezée, Managing Director of Interface Tourism** said: "The year 2017 starts on a very positive note for Interface Tourism. The general reorganization of the agency started last year in order to assert its different specialties through expert departments has borne fruit and each competence continues today to develop and strengthen to offer tourism operators comprehensive solutions, adaptable to their particular needs".



**About Interface Tourism**

*Interface Tourism is a communications, PR, social media and marketing agency working exclusively in the travel sector.*

*From offices in France, Italy and Spain, Interface Tourism works with many destinations and leading tourism industry brands including airlines, DMCs, or hotels both as an ongoing full representation and on a project basis.*

*With a team of 50 experts, Interface Tourism develops and executes strategies according to its customers' needs in BtoB and BtoC marketing, PR or social media.*

*Supporting its offices in Paris, Milan and Madrid, the agency also has a strong affiliate network of close partners in all European markets.*

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