

Interface Tourism launches Interface Tourism Digital

The tourism and communication agency specialized in tourism, Interface Tourism, announced this week the launch of its brand dedicated to promotion on digital channels: **Interface Tourism Digital**.

Founded 17 years ago, Interface Tourism has been carrying out promotion actions on digital channels for ten years now. In the objective of strengthening and structuring its digital offering, the agency decided to create a new brand to truly assert its expertise and skills related to web promotion.

This offer, co-built with the agency's network (clients, partners, influencers, journalists), will notably cover:

- community management,
- influence marketing,
- brand content,
- advertising campaigns,
- social listening
- consulting and training.

With the launch of **Interface Tourism Digital**, the agency intends to be able to support more clients in their digital strategies. This offer will allow expanding and complementing other promotional activities carried out for current or future clients of the agency. But it will be available as a completely independent package as well. This way, the agency aims at positioning itself in new 100% digital markets, as it is already the case with the Office de tourisme de La Hague - Cap Cotentin, for which Interface Tourism now manages promotion on digital channels.

Following the model of Interface Tourism MICE, the agency's department devoted to events and incentives, this new specialist service will also develop its own brand image with a dedicated logo and web page.

First steps on the public stage

Interface Tourism Digital will be present at IFTM Top Résa 2017 through the participation of **Blaise Borezée, General Manager of Interface Tourism**, to the conference "Influence Marketing" on the good practices in influencer relationship management, on September 27th at 1:45.

In order to present its offer to tourism professionals and destination managers, **Interface Tourism Digital** will also be present at the National E-tourism Meetings organized in Pau from October 16th to 18th.

For the launch of the brand, the agency organized on September 13th the 2nd edition of the Interface challenge, an event dedicated to influencers, during which more than 30 lifestyle, fashion and travel bloggers and instagrammers came to meet and exchange with the entire Interface Tourism team.

*"With the creation of Interface Tourism Digital, we are strengthening our concept of multi-specialist communication agency," explains **Blaise Borezée**. "We provide our clients with a cross-disciplinary digital expertise at the heart of their B2B and B2C communication strategy."*

*"With this new brand, we wanted to gather all the levers of influence on the web by combining content production and dissemination strategy, whether via social networks, influencer partnerships or advertising campaigns", adds **Marie Sauvestre, digital manager at Interface Tourism**. "Interface Tourism Digital is the result of a reflection with our partners and will enable us to respond to each of the digital problems of our current and future clients."*

More information on [Interface Tourism Digital](#)

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.

More information on www.interfacetourismgroup.com

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

Press contact Interface Tourism France :

communication@interfacetourism.com

01 53 25 11 11