

## Destination Rennes mandates Interface Tourism for its press relations in France

Following a call for tenders, Destination Rennes entrusted its media relations to Interface Tourism.

The agency's main missions will be to showcase to the media all the destination's aspects, positioning the Brittany capital around 3 main angles:

- **The leisure tourism offer**, focused mainly on city breaks.
- **The business tourism offer**, with the promotion of the Convention Center and the Couvent des Jacobins.
- **The economic attractiveness** of the city of Rennes.

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Interface Tourism will thus accompany Destination Rennes in its press relations strategy and help the city to enhance its image in the French media.

With a 70% increase in traffic on its web platform in a year allowing it to cross the threshold of one million visitors in 2017, Rennes has seen its standing significantly increase for several months. An evolution due in particular to the launch of the high-speed train line in July 2017, now connecting Rennes to Paris in 1h25. A major asset for Rennes, which is also developing its offer for professional meetings with the opening in January 2018 of the Couvent des Jacobins, the new Convention Center in the city center of Rennes.

Moreover, the opening of flights between Rennes and Strasbourg on December 1<sup>st</sup> 2017 will bring to 15 the number of air routes available from Rennes Bretagne airport toward the rest of France. It confirms Rennes' major position as a leisure and business destination, reinforcing at the same time the city's economic attractiveness.

Press Contacts : Stéphanie Bleu et Shahinez Djoudi – (+33)1 53 25 51 07 - [rennes@interfacetourism.com](mailto:rennes@interfacetourism.com)

### **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](http://www.interfacetourismgroup.com)

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### **About Destination Rennes**

*Destination Rennes is a Local Public Company whose shareholders are Rennes Métropole and the City of Rennes. The mission of the organisation is to enhance the attractiveness of the city of Rennes for urban tourism and business meetings. Destination Rennes also has the mission of operating the Couvent des Jacobins, Rennes Métropole Congress Center.*

*For more information on Destination Rennes: [www.tourisme-rennes.com](http://www.tourisme-rennes.com) - [www.centre-congres-rennes.fr](http://www.centre-congres-rennes.fr)*