



### **Musement mandates Interface Tourism for its public relations on the French market**

*Musement, the online booking platform for tourist and cultural activities entrusts Interface Tourism with the task of developing its reputation on the French market.*

**Paris, September 13th 2017** – Featuring a wide range of activities and tours in more than 450 cities, Musement offers to its users the opportunity to discover and book cultural activities in 55 countries.

Guided with the local suggestions and recommendations of Musement, the users of the online platform and the mobile application, can book quickly and easily their tickets to access the main tourist attractions of more than 450 cities, visit the most emblematic museums, discover local gastronomy, attend a concert, or try one of the many activities selected by Musement.

Well beyond a booking platform, Musement is a true source of inspiration for planning a trip abroad or (re) discovering your own city. By referencing a wide range of experiences and offering a unified and simplified reservation system, Musement gather on its platform the best of the destinations.

Addressing both the most conscientious travelers wanting to plan their stay ahead and culture lovers always on the lookout for unexpected experiences, Musement adapts to all types of profiles.

To develop its reputation in France and make its platform a must in the market for cultural and tourist bookings, Musement has chosen Interface Tourism to support the company in its public relations actions.

Leading agency in public relations and marketing specialized in the tourism industry, Interface Tourism has dedicated its activity for 17 years to the representation and promotion of tourist destinations around the world. For several years now, the agency has strengthened its skills and field of expertise by offering its services to private players operating in key sectors of the tourism industry.

"We are very pleased to work alongside Musement to help strengthen its reputation and make a lasting impact on the French market. We look forward to putting our expertise to work with a platform as innovative as Musement," said Blaise Borezée, Executive Director of Interface Tourism France.

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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 Musement**

Launched in Milan in 2013, Musement is a booking and activity discovery service that allows users to get the best of their travel destinations, offering a wide choice of local tours and activities to discover. More than "things to do", Musement also offers exclusive activities, and advice on secret places to discover. Unlike other platforms in the sector, Musement offers content and allows you to book activities through a wide range of categories (from guided tours and museums to food & wine experiences) and through multiple points: sites and B2C apps from Musement and Triposo, and related B2B APIs. [www.musement.com](http://www.musement.com)

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