

## **2017: a year of consolidation and diversification towards new sectors for Interface Tourism**

**Interface Tourism, the communication, public relations, marketing and social media agency specializing in the tourism sector, draws a positive assessments of 2017's activities, diversifying its skills, increasing its business volume and client portfolio.**

### **Clients and destinations in progression**

**2017 has been a successful year for Interface Tourism's clients, most of whom recorded increases in terms of visitors' arrival.** Abu Dhabi recorded one of the most noticeable growth this year with +18% in 2017, boosted notably by the month of December and a +62% increase following the long-awaited opening of the Louvre Abu Dhabi mid-November. The Philippines also continue to progress with 38,703 French tourists who have visited the country between January and August 2017, a +22% increase compared to 2016. At the end of the third quarter 2017, the results was also positive for Quebec (+5.3%), the Kingdom of Bahrain (+4.5%) and Singapore (+2.6%). Island destinations have followed the same path with figures rising for the Maldives (+3%) and Hawaii (+2.3%) from January to November 2017.

Among the private clients of Interface Tourism, the low-cost transatlantic airline WOW air is also continuing its momentum and recorded a +68% growth in 2017, with 2.8 million passengers transported last year.

### **A year of trust for Interface Tourism**

In 2017, all Interface Tourism's major clients have renewed their contract with the agency, which thus continues to represent a significant number of destinations around the world. The year was also marked by the gain of new clients, including French institutional clients, for the different departments of the agency: Destination Rennes and the online booking platform for tourist and cultural activities Musement entrusted Interface Tourism with the development of their public relations. The digital pole of the agency won the promotion on digital channels of La Hague - Cap Cotentin Tourism Board, while Interface MICE was commissioned for a series of operations for the South Korean Tourism Board. The trade and marketing department has multiplied ad-hoc missions for various destinations, such as Slovenia, Lisbon, Panama and the Diputacio de Barcelona. Finally, Interface Tourism has begun investing in new sectors: the agency notably signed a press relations representation contract with Pando, a Spanish designer of high-end custom hoods and the agency's first lifestyle client.

### **Digital development in the spotlight**

Launched in September 2017, the new brand Interface Tourism Digital, dedicated to promotion on digital channels, took its first steps on the public scene at the National e-Tourism Meetings held in Pau last October. Since then, the digital department of the agency has been entrusted by La Hague - Cap Cotentin Tourism Board with the realization of a digital audit focusing on the social networks of 11 territories in Cotentin as part of a merger project to form one unified tourism brand.

### **A growing European network**

2017 was marked by the development of Interface Tourism's network, with the acquisition of several contracts managed in collaboration with its sister agencies in Spain and Italy at the European level, but also with Interface Tourism Netherlands, the newest member of Interface Tourism Group's network which will start its activities

on the Dutch market early 2018. Backed by their multi-market offer, Interface Tourism France and Interface Tourism Italy have been mandated by the Botswana Tourism Board to represent the African destination on both the French and Italian markets. Similarly, Interface Tourism Group has partnered with the UK agency Hills Balfour and its other key partners in Europe to represent Brand USA, the promotional agency of the US, in ten European markets. This contract will involve the four agencies of the Interface Tourism Group network and is a true demonstration of the weight that the network has acquired on a European level in recent years: Interface Tourism France will be in charge of the French, Belgian and Luxembourg markets, while Interface Tourism Spain, Italy and Netherlands will be in charge of their respective markets. Lieb Management, long-standing partner of Interface Tourism, will manage the German, Austrian and Swiss markets.

**Blaise Borezée, Managing Director of Interface Tourism**, states: "2017 was a prolific year for Interface Tourism. The agency is consistently developing, be it at the French or European level, to provide comprehensive and customizable solutions to its clients. The diversification of the agency's skills, recruiting experts in new fields, has launched a new phase for Interface Tourism, which has invested new sectors this year, such as the digital or lifestyle sectors. If the agency is evolving, it has also continued in parallel to strengthen its existing departments by renewing historical clients and gaining new ones."

**2017 key figures for Interface Tourism**



**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, Spain and the Netherlands, 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 France, Italy, Spain and the Netherlands, the agency also has a strong affiliate network of close partners in all European markets.*

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