

**Press Release**  
Paris, April 9<sup>th</sup> 2018

## **Interface Tourism France mandated for the public relations management of the group of independent hoteliers WorldHotels™ Collection**

The leading communication agency specializing in the tourism sector [Interface Tourism France](#) has been selected by [WorldHotels™ Collection](#) to manage its public relations in France. Interface Tourism France will be joined by its partner agencies in Spain and in Italy to promote the brand at the European level.



WorldHotels is dedicated to empower true independence of hotels around the world, representing 350 of the world's most unique independent hotels. With 45 years of excellence in the industry, the company's mission is to provide sales & distribution solution and consultancy to upscale hotels of character and distinction. By reaching over 50 countries and six continents, the group targets savvy business and leisure travelers that seek an authentic and local experience when choosing a hotel.



WorldHotels backs independent hotels with the power of a global brand, while allowing them to retain their individual character and identity. WorldHotels solutions allow hotels to keep their independence while providing the power of a global brand with a comprehensive range of products and services that include global marketing, sales, training services, quality experience measurements, hotel business consultancy, operational support, e-commerce services and state-of-the-art distribution and technology.

A true guarantee of quality for its clientele of business travelers and experienced holidaymakers looking for an authentic experience, WorldHotels has chosen to segment its establishments into 3 collections

**WORLDHOTELS™**  
LUXURY

**WORLDHOTELS™**  
ELITE

**WORLDHOTELS™**  
DISTINCTIVE

**Blaise Borezée, General Manager of Interface Tourism France**, commented: « *WorldHotels™ Collection has mandated Interface Tourism to manage its public relations in France. This is the first time that they communicate on the French market and we are happy to be able to count this prestigious group in our client portfolio* ».

[www.worldhotels.com](http://www.worldhotels.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, 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.*

More information on [www.interfacetourismgroup.com](http://www.interfacetourismgroup.com)

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