

Press release
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The Setouchi DMO opens an office in Paris to launch the promotion of the Japanese Inland Sea on the French market

Setouchi Tourism Authority has chosen to entrust its representation to Interface Tourism, the leading communication, public relations, social media and marketing agency specializing in the tourism sector, for its development and promotion on the French market.



The floating torii of Miyajima



Great Bridge of Seto

To accompany the launch and development of its tourism promotion activities on the French market, Setouchi Tourism Authority (STA) has appointed the Paris-based communication agency Interface Tourism to act as its agency in France and to better introduce French travelers to the Japan Inland Sea region.

Interface Tourism will implement a communication plan including trade & marketing components, the management of the STA's public and press relations, as well as promotional activities on digital channels and social networks, in order to improve Setouchi's presence among French travelers and to establish its position as leading destination.

Between sea and mountains, culture and nature, the Setouchi region represents today one of the most promising tourism area of Japan and has undeniable advantages to reinforce its position on the French market, still unfamiliar with the many riches of the Inland Sea region.

The province is made up of seven prefectures, located along 450 km on either side of the Seto Inland Sea: Ehime, Hiroshima, Hyogo, Kagawa, Okayama, Tokushima and Yamaguchi.

Setouchi has numerous and varied attractions, such as an important historical heritage, as well as many of Japan's largest and most visited shrines and castles, like the **Himeji** and **Matsuyama** Castles or the **Miyajima** Island and its famous floating torii. Some bridges enjoy

an international reputation such as that of **Kintaikyo**, which is one of the oldest in the country, or the **Great Bridge of Seto**, one of the longest in the world. The destination also benefits from a wide variety of natural landscapes that can be discovered differently throughout the year and the seasons. Finally, Setouchi enables visitors to experience an authentic dive in the heart of the true Japanese culture.

The STA wishes to position the Inland Sea as a must-see destination of the Japanese archipelago and increase its number of visitors, by promoting the diversity and quality of the experiences offered by the region.

Following the launch of the STA's representation in France, Blaise Borezée, General Manager of Interface Tourism, commented on this new collaboration: *"We are delighted that the STA has chosen to call upon our know-how in promoting foreign destinations for Setouchi and we are convinced that this region of Japan, still little known by French travelers, will seduce more than one thanks to its many charms, both cultural, historical and natural "*.

More information on: setouchitrip.com

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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

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