

Interface Tourism agency mandated to represent the Botswana Tourism Organization on the French market

The Botswana Tourism Organization has chosen the agency Interface Tourism to ensure its promotional activities on the French market.

Interface Tourism will implement a communication plan focused on trade and marketing for tourism professionals to increase the reputation of the destination on the French market and to establish its position as an exceptional destination.

Botswana is positioned as a luxury destination offering a wide range of beautiful lodges and tented camps. Spared by mass tourism, the destination represents an authentic safari experience, off the beaten track and more respectful of the environment and the diversity of animals making the country's wealth.

With the largest population of elephants on the continent and an excellent record of conservation, Botswana boasts all the big five along with over 450 species of birds and other flora and fauna – many of which are exceptionally rare. With fewer tourists than other safari destinations, Botswana enables the visitor to have an exclusive opportunity to get close to the wildlife in their natural habitat.

Also known as an adventure destination safaris are not just in vehicles, but can include walking, canoeing, horseback, quad biking and hot air ballooning. It is the aim to give visitors unique experiences which will provide long term memories.

The promotional actions that will be implemented will include a training program for tourism professionals, campaigns in collaboration with tour operators, participation in trade and consumers shows to increase the visibility of Botswana on the French market.

At European level, the contract also includes an Italian interface that will be provided by Interface Tourism Italy.

Blaise Borezee, Managing Director of Interface Tourisme France, says: *"It is a pleasure to count a destination like Botswana among the clients of our agency. Over the years, our teams have had the opportunity to work on many other African destinations in the region and are equipped to answer the issues in the same time common to these destinations and unique in Botswana. We also work together with our sister agency Interface Tourism Italy to promote the destination in our two markets."*

About Interface Tourism France

Interface Tourism France is a public relations and marketing agency in the tourism sector. With around 30 employees, they develop strategies in line with the needs of their clients, whether in BtoB Marketing, BtoC, Press

Relations and Social Media. Versatile, it represents in France the destinations and major players in the tourism industry throughout the year or for one-off operations.

In addition to its presence in France, Interface Tourism France has subsidiaries in Italy and Spain, as well as a strong network of partners around the world to cover all international tourism markets.

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