



*Press Release  
Paris, November 22<sup>nd</sup> 2018*

## **Interface Tourism mandated for the global representation on French market of Mauritius Tourism Promotion Authority**

*Mauritius Tourism Promotion Authority has chosen to entrust its representation to Interface Tourism, a communication, public relations, social media and marketing agency specialised in tourism; for its development and promotion on the French market.*



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Following an RFP, the Mauritius Tourism Promotion Authority (MTPA) has appointed the Paris-based communication agency Interface Tourism to act as its agency in France.

Interface Tourism advises and supports the MTPA on the management of its press & public relations, its trade & marketing strategy and the management of its social networks. Its mission will be to increase the visibility of the destination on French market and to confirm its position as an exceptional destination of Indian Ocean.

To carry out this mission, Interface Tourism will work closely with all actors of the Mauritian tourism industry based in France - more than 20 hotels and hotel chains - as well as Tour operators involved in the destination. Mauritius wants to focus more on synergies and the union of efforts and resources of each to benefit from increased results.

The challenge for MTPA is to show another face of the destination focusing on the unknown aspects of Mauritius. Beyond the idyllic beaches, Mauritius is a world in itself, thanks to its unique biosphere and its multicultural population.

*"We are delighted to collaborate with Interface Tourism to develop the image of Mauritius on the French market. Mauritius has become a paradisiac destination, but it is also a land of emotion with its traditions and its population known for its legendary smile"* declared **Arvind Bundhun, General Manager of MTPA.**

Following the opening of the representative office in France, **Blaise Borezée, General Manager of Interface Tourism** is also glad about this new collaboration: *"We are honoured that MTPA has chosen Interface Tourism for our knowledge in the promotion of foreign destinations. We are convinced that Mauritius has a great potential to attract new visitor profiles through an offer of various experiences, and we are excited to take up the challenge."*

### **Contact**

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### **About Mauritius**

Mauritius is located in the Indian Ocean, about 800 kilometers east of Madagascar. The volcanic island is famous for the warmth of its multicultural population, white sand beaches and luxurious hotels. Thanks to the southern climate, even during the cooler seasons, from May to September in particular, temperatures rarely drop below 22 ° C along the coast, making Mauritius a holiday destination all year round. The island is perfect for water sports enthusiasts, golfers, hikers, culture lovers, spa guests, honeymooners and families. The capital of Mauritius is Port Louis. There are 1.3 million inhabitants in Mauritius including Rodrigues Island. Three religions live side by side in harmony: Hinduism, Islam and Christianity. English is the administrative language of the island but French and Creole are used daily. For more information on Mauritius, visit our website: [www.tourism-mauritius.mu](http://www.tourism-mauritius.mu)

### **Interface Tourism France**

Interface Tourism is a communication, public relations, social media and marketing agency specialized in the tourism sector. It represents, for a continuous accompaniment or punctual operations, destinations and major private actors of the tourist industry such as airlines, *receptives*, hotels ... on the French, Italian, Spanish and Dutch markets. With a team of 50 employees, they develop strategies and set up BtoB, BtoC, PR and Social Media Marketing activities for around 50 clients. In addition to its offices in France, Italy, Spain and the Netherlands, the agency has a strong network of partners in all European markets. More information on [www.interfacetourismgroup.com](http://www.interfacetourismgroup.com)

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