

**Press release**

Paris, February 21, 2019

## **The agency Interface Tourism mandated by the Sri Lanka Tourism Promotion Bureau to launch a digital campaign in France**

[Interface Tourism France](#), leading agency in public relations, digital and marketing, specializing in the tourism sector, has been chosen by the **Sri Lanka Tourism Promotion Bureau** to launch a **digital communication campaign** on the French market, in partnership with Digital Spring. This campaign includes the launch of a [micro-site](#), a large-scale advertising campaign and the creation and moderation of social media accounts in French.



This digital campaign aims to **position Sri Lanka as a major destination in Southeast Asia**. In terms of tourism statistics, **France ranks third position** among the European outbound markets for the destination in terms of length of stay and local expenditure. In 2018, Sri Lanka welcomed 254,176 tourists from the United Kingdom, 156,888 from Germany and 106,446 from France. These figures have largely contributed in helping Sri Lanka reach a record **2.3 million tourists** in one year.

**Blaise Borezée, Managing Director of Interface Tourism France**, welcomes this new collaboration: "Our agency accompanied Sri Lanka in its promotional activities in France between 2007 and 2011. We are extremely proud and happy that the Sri Lanka Tourism Promotion Bureau has chose Interface Tourism for its great comeback in France in 2019 through an ambitious digital promotion campaign. The destination has great potential and will appeal to many travelers.

Sri Lanka is indeed a destination with high potential on the French market thanks to its complete tourist offer and a condensed of unique experiences to discover: amazing beaches, mountains covered with tea plantations as well as an architectural and historical heritage remarkable.

For more information on Sri Lanka and this campaign, visit our website: <https://www.experience-srilanka.fr/>

**Facebook:** <https://www.facebook.com/SriLankaFr/>

**Instagram:** <https://www.instagram.com/srilankatourisme/>

### **Contact**

Clara Gomes (Digital)

[srilanka@interfacetourism.com](mailto:srilanka@interfacetourism.com) – 01 53 25 11 11

### **About 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 <http://www.interfacetourismgroup.com>

Follow our news and learn about the latest tourism trends by subscribing to our Facebook page: Interface Tourism France & following us on Twitter @InterfaceFrance

[www.interfacetourism.fr](http://www.interfacetourism.fr)