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|  | **Press Release**  Paris, June 14th 2016 |
| **Interface Tourism mandated again to represent the Chilean Tourism Board on the French market!**  **Paris, June 14th 2016** – Following a RFP, the Chilean Tourism board has decided to reiterate their trust in Interface Tourism agency to ensure its promotion activities on the French market.  For the 2016-2017 year, Interface Tourism & Turismo Chile will implement a broad communication plan to the B2C, trade activities, and with the press.  The objectives are to increase awareness of the destination and to establish its position as a South America must-see destination.  France remains one of the priority markets for Chile which still wishes to attract new visitors targets (niche tourism: astronomy, oenology, gastronomy... etc.)  **Contact Interface Tourism France**  Cécile Lacroute  [**chili@interfacetourism.com**](mailto:chili@interfacetourism.com)  **01.53.25.03.54** | |