



**Interface Tourism
France**



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.)

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