

Press release
Paris, December 10, 2018

Interface Tourism has been chosen for the global representation of the New Caledonia in the European market from January 1st, 2019

New Caledonia has chosen Interface Tourism, a communication public relations, social media and marketing agency specialised in tourism, to represent and develop the destination on the European market.



photo credit: <https://www.nouvellecaledonie.travel/fr/>

Following an RFP, coordinate with Atout France, New-Caledonia Tourism (NCT) entrust Interface Tourism with the promotional activities on the European market from January 1, 2019.

NCT wanted to change its organizational model by recruiting a representative agency on the France and Europe market, in order to increase awareness and enhance the visibility of New Caledonia in seven European countries according to their development potential.

Interface Tourism, tourism specialist agency, will represent the New-Caledonia in the French, Italian, German, Belgian, Swiss, Austrian and Luxembourg market and will ensure the coordination with the locales partners agencies.

Interface Tourism will advise and support New Caledonia Tourism in the adaptation of its strategy on a European scale, and the implementation of promotional activities.

The agency will be in charge of representing the destination, relying on a strong digital marketing strategy, tactical campaigns with partners such as airlines and tour operators, strengthening the training of TOs and travel agents, management of its multimedia channels (social networks, website), but also its public relations, press and influencers.

New Caledonia is a destination that has much more to offer than its paradisiacal beaches: the archipelago is distinguished by the beauty and diversity of its landscapes, a strong cultural heritage from the Kanak population, but also a range of activities throughout the country.

"We are delighted to collaborate with the Interface Tourism agency to enhance the renown of New Caledonia to the European public. France is positioning itself as a privileged market for New Caledonia and we want to attract even more tourists to this French territory, rich of a strong culture and offering unique experiences" declares Jean-Marc Mocellin, General Manager of NCT.

Following the opening of the Representation Office in Europe, Blaise Borezée, Managing Director of Interface Tourism is also pleased with this new collaboration: *"We are honored that the NCT has chosen to use our know-how in the promotion of destinations on the European market. Over the years, our teams of experts have worked on many issues and will respond to the current challenges of this territory with many faces. It is with great pleasure that we will begin our mission on January 1, 2019"*

More informations on <https://www.nouvellecaledonie.travel/fr/>

Contact from January 1, 2019

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About Interface Tourism :

Interface Tourism is a communications, PR, social media and marketing agency working exclusively in the travel sector. From offices in France, Italy and Spain, Interface Tourism works with many destinations and leading tourism industry brands including airlines, DMCs, or hotels both as an ongoing full representation and on a project basis.

With a team of 50 experts, Interface Tourism develops and executes strategies according to its customers' needs in BtoB and BtoC marketing, PR or social media.

Supporting its offices in Paris, Milan and Madrid, the agency also has a strong affiliate network of close partners in all European markets.

More information on www.interfacetourismgroup.com

Follow our news and keep informed of the last tourism trends by subscribing to our Facebook page Interface Tourism France and by following us on Twitter @InterfaceFrance

www.interfacetourism.fr

About de Nouvelle-Calédonie Tourisme Point Sud :

Nouvelle-Calédonie Tourisme Point Sud (NCTPS) is an Economic Interest Group (GIE), connecting its institutional and tourism industry partners in order to promote New Caledonia:

Overseas, with the brand "Nouvelle Calédonie, Pacific Heart", promoting New Caledonia as a holiday and business tourism destination.

Domestically, with the brand "Destination Province Sud"

To do so, NCTPS works closely in partnership with public and private tourism professionals to develop travel and tourism to New Caledonia.

Founded in 2001 and based in Noumea where its head office is located, NCTPS also has worldwide representations in Paris, Sydney, Tokyo, Auckland, Rome and Beijing.

