



Press Release

Paris, April 11th 2019

Interface Tourism renews its mandate with the Tourist Office of Chile for its global representation on the French market!

For its development and its promotion on French Market, Sernatur, the tourism promotion organization of Chile, has chosen to entrust its representation to Interface Tourism, a communication public relations, social media and marketing agency specialized in tourism.



Atacama Desert ©Carlo Sánchez



Torres del Paine ©Francisca Cheyre2

Sernatur renews its trust in the agency Interface Tourism for the management of its promotional activities on the French market.

As such, Interface Tourism advises and assists Sernatur on **the strategy and conduct of its trade, marketing and press relations**. The agency's mission will be to increase the reputation of the destination on the French market and to confirm its position as an exceptional destination in Latin America.

France remains one of the priority markets for Chile, which still wants to attract new kinds of visitor targets (niche tourism: astronomy, oenology, gastronomy, etc.). To this end, Sernatur has confirmed a larger marketing budget for French market, than the previous years, to increase visibility and promote even better this country of South America and its amazing diversity.

By 2019/20, the Chilean **tourist office wants to strengthen**, in close relation with the tour operators already involved in the destination, **its French production, promote its best-known products and increase communication on the regions and more undisclosed activities**, to allow tourists who have already discovered the "classics" of Chile to be able to return with the sensation of visiting a new country!

Blaise Borezée, General Manager of Interface Tourism France, comments : *"We are delighted to renew this collaboration between Sernatur and our agencies in Paris and Madrid thanks to the strategy we have proposed to communicate on the vast tourist offer to French travelers. Chile is an*

exceptional destination that perfectly combines nature and adventure. We are confident about the growth potential of the French market for the country. "

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More information about Chile: <https://chile.travel/en>



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 www.interfacetourismgroup.com

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www.interfacetourism.fr