



Press release

Paris, June 20th 2019

Interface Tourism appointed to implement the public relations and social media strategy of Croatia National Tourist Board in France

This appointment comes in the context of a European contract won by the English agency Hills Balfour



Croatia National Tourist Board (CNTB) has appointed integrated public relations and representation consultancy Hills Balfour to manage its PR, social media and online communication strategies across Europe. Hills Balfour's pan-European remit will include representation of Croatia's PR interests and social media services across UK, Germany, France, Belgium, Netherlands, Poland, Sweden, Norway, Switzerland, Austria, Slovakia, Czech Republic and Hungary.

Interface Tourism, leading French agency in public relations and marketing specializing in the tourism sector, will be in charge of developing this communication plan and ensure the public relations and digital promotion of Croatia on the French market, hand in hand with the Croatian tourist office in France. Interface Tourism was already in charge of the destination's social networks last year and has thus expanded its missions for Croatia, providing support to the French office of the CNTB in Paris on press relations.

Blaise Borezée, Managing Director of Interface Tourism, welcomes this new collaboration: "*We are proud that Croatia has chosen to use our know-how in public relations and promotion on social networks. We are convinced of Croatia's potential to attract new types of travelers, to regions still unknown, and the possibility of attracting a French audience all year round.*"

Stretching along the Adriatic Sea, just a stone's throw from Central Europe, Croatia is a country defined by a rich cultural legacy and is a favourable geographical location in the European Union. The destination's abundant natural beauty, rich history and youthful spirit offers visitors plenty to see and do in this spectacular country. Endless coastlines, charming architecture, diverse

gastronomy, adventure, sports and wellness, can all be enjoyed year-round. Whether exploring one of Croatia's eight National Parks, discovering off the beaten track beaches like those of Korčula Island and Lastovo, tasting the diversity of Croatian cuisine or island hopping in the Kornati archipelago, Croatia truly offers something for everyone.

Whether exploring the old towns of Dubrovnik or Split, listed as World Heritage by UNESCO, traveling to Zadar or to the islands of the Kornati archipelago, looking for truffles in Istria, paragliding over the lakes of Plitvice, exploring the streets of Zagreb and its hidden passageways, partying on the beach of Zrce in Novalja or spending some family time on the beach of Zlatni Rat, there is something for everyone in Croatia.

More information on: <https://croatia.hr/>

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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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