

The prefecture of Iwate in Japan, launches the promotion of the destination on the French market.

The prefecture of Iwate, located in the north of Japan, has chosen to entrust its representation to Interface Tourism, communication, public relations, social media and marketing agency specialized in the tourism sector, for its development and promotion on the French market.



As part of the launch and development of its tourism promotion activities on the French market, the Japanese prefecture of Iwate opens an office in Paris in order to **introduce French tourists to the destination's main assets and continues to expand the Japanese representation in France.**

Interface Tourism will implement a communication plan focused on trade & marketing, public and press relations, and on digital and social media in order to increase the destination's reputation on the French market.

The vast, mainly mountainous territory that makes up the region, is organized around Mount Iwate also known as Fuji Nanbu thanks to its likeness to Mount Fuji. The city of Morioka which is the capital, is nestled in the middle of this pastoral setting. The surrounding villages bear witness to the region's historic remains and in particular the UNESCO World Heritage town of Hiraizumi.

The destination offers a wide variety of landscapes and unspoiled nature that can be discovered in every season: cliffs plunging to the ocean, snow-capped mountains, beaches with turquoise water, caves and phosphorescent underground rivers.

The prefecture, which is one of the largest in the country, also has an important cultural and historical richness and an ancestral gastronomy recognized throughout the Japanese territory.

Following this opening, **Blaise Borezée**, Interface Tourism's General Manager, is delighted with this new collaboration: *"We are delighted that Iwate has chosen to use our know-how in the promotion of foreign destinations and we are convinced that this Japanese region will seduce more than one French traveler thanks to its many assets: cultural, historical and natural"*.

For more information: <https://visitiwate.com/>

Contacts

Clarice Lasemillante, Elise Rokita (trade & marketing) et Alice Kabanoff, Indji de Caupenne (presse)
iwate@interfacetourism.com – 01 53 25 11 11

A propos d'Interface Tourism France

Interface Tourism est une agence de communication, relations publiques, social media et marketing spécialisée dans le secteur du tourisme.

Elle représente, pour un accompagnement continu ou des opérations ponctuelles, des destinations et des acteurs privés majeurs de l'industrie touristique tels que des compagnies aériennes, des réceptifs, des hôtels... sur les marchés français, italien, espagnol et néerlandais.

Forte d'une équipe de 50 collaborateurs, ces derniers élaborent des stratégies et mettent en place des activités Marketing BtoB, BtoC, Relations Presse et Médias Sociaux pour le compte d'une cinquantaine de clients.

En plus de ses bureaux en France, Italie, Espagne et aux Pays-Bas, l'agence dispose d'un réseau solide de partenaires sur l'ensemble des marchés européens.

Plus d'informations sur www.interfacetourismgroup.com

Suivez notre actualité et informez-vous des dernières tendances touristiques en vous abonnant à notre page Facebook : Interface Tourism France & en nous suivant sur Twitter @InterfaceFrance
www.interfacetourism.fr

En tant que contact privilégié d'Interface Tourism, vous recevez les communications concernant nos clients comme cette newsletter. Conformément à la nouvelle réglementation RGPD, si vous ne souhaitez plus recevoir ces communications et invitations, vous pouvez exercer un droit de retrait de vos données en cliquant ici.