



VISIT HACHINOHE
Japan's Northern Frontier



Interface Tourism
France

Press release
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Interface Tourism mandated by Visit Hachinohe for its global representation on the French market

Visit Hachinohe chose to entrust its representation to Interface Tourism, leading agency of communication, public relations, social media and marketing, specialized in the tourism sector, for its development and promotion on the French market.



Visit Hachinohe, a Japanese province located in the north of the archipelago, has chosen to entrust Interface Tourism for the management of its promotional activities on the French market.

As such, Interface Tourism advises and accompanies Visit Hachinohe on the management of its press and public relations and its trade and marketing strategy. Its mission will be to establish the reputation of the destination on the French market and to confirm the positioning of Japan as an exceptional destination.

To carry out these activities, Interface Tourism will work in close cooperation with the Prefecture of Iwate, neighboring Hachinohe.

Blaise Borezée, General Manager of Interface Tourism, is delighted with this new collaboration: *"We are delighted that Visit Hachinohe has chosen to use our know-how in the promotion of foreign destinations. More and more Japanese regions trust us for their tourism promotion and want to highlight their strengths through a personalized tailor-made strategy. It is with great enthusiasm that we will take up this challenge for the beautiful area of Hachinohe. Japan is a country of incredible richness and it is a chance for*

Interface Tourism to have the opportunity to continue to showcase it in all its diversity to the French market.” did he declare.

The Hachinohe Area is a region in the southeast of the Aomori Prefecture. It is made up of the city of Hachinohe and seven towns and villages in the surrounding area. These separate villages, towns, and cities were all once part of the domain of the Nanbu clan. This shared cultural history has shaped the area into a warmhearted community that is filled with amazing and unique experiences just waiting to be discovered. Pristine nature, amazing food, and thrilling history await any visitor ready to travel to Hachinohe: Japan’s Northern Frontier.

For more information about Visit Hachinohe: <https://visithachinohe.com/en/>

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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, Spain and the Netherlands, 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 France, Italy, Spain and the Netherlands, the agency also has a strong affiliate network of close partners in all European markets.

More information on www.interfacetourismgroup.com

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