



*Press release  
Paris, July 31th 2020*

## **The Lisbon Tourist Office chooses Interface Tourism for the management of its press relations on the French market**

*Interface Tourism, a leading communications, public relations, social media and marketing agency specializing in the tourism sector, is mandated by Turismo Lisboa to strengthen its notoriety with the French media.*

**The Lisbon Tourist Office (Turismo Lisboa) has chosen to entrust its press and influence relations to Interface Tourism.** This new collaboration illustrates a strong relationship of trust between the Lisbon Tourist Office and Interface Tourism, since the agency was already mandated from 2013 to 2017 by Turismo Lisboa to increase Lisbon's notoriety among French media and influencers.

***Blaise Borezée, Managing Director of Interface Tourism, is delighted with this renewal: "We are delighted to support Turismo Lisboa once again in promoting its press and public relations on the French market. High in color, Lisbon always enchants French travelers especially for its unique charm, its culture and its diverse offer, so we are very happy to support the Portuguese capital in its media relations. "***

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### **Lisbon, a sunny and gourmet city**

Facing the waves of the Atlantic Ocean, **Lisbon seduces with its colorful architecture and the preservation of its cultural but also culinary heritage!** For several years, Lisbon has established itself as one of the trendiest cities in Europe, thanks to its cosmopolitan side, its trendy places, its trendy shops, its small cafes and microbreweries and a diverse cultural offer! Lisbon was also named **"European green capital 2020"**, and aims to become a benchmark green city by involving its citizens in the environmental, social and economic sustainability of the city.

### **A natural region of a thousand wonders**

Marvel at lush nature, facing the natural spaces that the region is home to: from Arrabida Natural Park to Sintra-Cascais Park, via the Setúbal peninsula and continue to the Taje Estuary, the Lisbon region offers a discovery full of riches and exceptional biodiversity.

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**The Lisbon region is the first destination visited in Portugal by the French.** More than **525,440 French tourists** have been seduced by the charm of the Portuguese capital and its region, representing 32% of French visitors to Portugal in 2019.

Located 2h30 by flight from Paris, Lisbon is served by several airlines, which makes it very accessible from France.

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#### **About Turismo de Lisboa**

Turismo de Lisboa, the Lisbon Tourist Office, is a non-profit organization formed by an alliance of public and private organizations in the tourism sector. It is currently composed of nearly 877 members. Since 1998, the main objective of Turismo de Lisboa has been to unite the efforts of its members to promote Lisbon as a tourist destination, and thus to improve the quality and competitiveness of the city. Mild weather, exceptional historical monuments, a wide variety of tourist activities, plenty of entertainment, very good hotels, modern conference rooms, travel agencies and experienced event planners: all these factors contribute to positioning Lisbon as an ideal destination for a vacation or a business trip. More information on [www.visitlisboa.com](http://www.visitlisboa.com)

Follow all the news from Lisbon by subscribing to the [Facebook page](#) and [Instagram account](#).

#### **About Interface Tourism**

Interface Tourism is a communication, public relations, social media and marketing agency specializing in the tourism sector.

It represents, for continuous support or one-off operations, destinations and major private players in the tourism industry such as airlines, receptives, hotels ... on the French, Italian, Spanish and Dutch markets.

With a team of more than 80 employees, they develop strategies and set up BtoB, BtoC, Press Relations and Social Media Marketing activities on behalf of around fifty clients.

In addition to its offices in France, Italy, Spain and the Netherlands, the agency has a strong network of partners across all global markets.

More information on [www.interfacetourismgroup.com](http://www.interfacetourismgroup.com)

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