

*Press release
Paris, September 23th, 2020*

Interface Tourism is mandated again by the Martinique Promotion Bureau for the management of its press relations on the French market

The Martinique Promotion Bureau has chosen to renew its trust in Interface Tourism, a leading communications, public relations, social media and marketing agency, specializing in the tourism sector, for the management of its press relations on the French market.



The Martinique Promotion Bureau has chosen to entrust its press relations to Interface Tourism. For this new contract, the agency will be responsible for press communications for the Martinique destination on 3 main markets for the destination: France, Belgium and Luxembourg.

This new mandate is in line with the European development strategy implemented by the Martinique Promotion Bureau in terms of diversifying the tourist clientele. Since the end of 2019, Air Belgium has offered an opportunity to capture visitors from Belgium, northern France, Luxembourg, the Netherlands and western Germany, thanks to a new direct link from Brussels-Charleroi (2 flights per week). This offer completes the service from Paris by 3 airlines (Air Caraïbes, Corsair and Air France).

As a reminder, Belgium and Luxembourg, with nearly 15,000 visitors, represent Martinique's main European clientele (excluding France Hexagonal).

For this new mandate, Interface Tourism's main missions will be to make the media rediscover the **different aspects of the destination**. Thus, the focus will be on promoting the diversity, attractiveness and dynamism of Martinique and the initiatives and talents of Martinicans through 4 major themes: **culture, rum & gastronomy, nature and sports**.

Interface Tourism will work in close collaboration with the **France-Europe Office** of the **Martinique Promotion Bureau** in Paris for the implementation of a press relations strategy.

Blaise Borezée, Managing Director of Interface Tourism, expresses his pleasure for this new collaboration: *"We are delighted to renew this collaboration with the Martinique Promotion Bureau, which we have been supporting in their press relations strategy since 2014. Martinique is a destination of exception which perfectly combines nature and relaxation. We are very enthusiastic at the idea of being able to continue to support them in their press relations actions and to work together to promote the island's influence on the France, Belgium and Luxembourg markets "*.

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

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