



Press release
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The Okinawa Prefecture in Japan entrusts its representation in France to Interface Tourism

The Okinawa Prefecture, through the Okinawa Convention & Visitors Bureau (OCVB), the organization in charge of promoting the region, has chosen Interface Tourism, the leading communications, public relations, social media and marketing agency specializing in the tourism sector, to represent the prefecture in France for its development and promotion on the French market.



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As part of its tourism promotion activities in foreign markets, Okinawa Prefecture has decided to appoint Interface Tourism as its representative in France.

Interface Tourism will implement **a communication plan including a trade and marketing component, as well as managing the Japanese prefecture's public and press relations** in order to increase the region's reputation on the French market and establish its positioning as an exceptional destination.

Vast archipelago of more than 160 islands located in the extreme south of Japan, **Okinawa has many assets to attract visitors from France**. Completely in line with the post-Covid-19 travel expectations of the French, the destination presents a **great variety of natural landscapes**, between paradisiacal islands with white sand beaches and azure waters, tropical jungles and luxuriant mangrove forests, navigable rivers and protected lagoons, or rugged coasts and steep cliffs. Travelers can enjoy **a wide range of outdoor activities**, including exceptional scuba diving spots, snorkeling, kayaking, boating, hiking, whale watching, or exploring limestone caves.

The destination also has **a rich history, marked by many cultural mixes**: the traditional culture from the Ryukyu dynasty coexists with different influences from China, Taiwan and all of Southeast Asia, or even from the United States since the 20th century. Its **local gastronomy** is famous all over the world, especially for the incredible virtues of longevity that it confers to the inhabitants of the region. **A land of crafts and artistic creation**, the local culture is also lived through its numerous celebrations and festivals.

Far from the crowds and mass tourism, Okinawa is one of the most promising tourist regions of Japan and offers French travelers to **discover another face of the Japanese archipelago**: a subtropical Japan with an incredible biodiversity, a cool Japan with its own way of life, an authentic Japan with a plural and preserved culture.

Okinawa Prefecture wishes to position the region as a must-see destination in Japan and increase the number of visitors by promoting not only the diversity but also the quality of its tourism offer. **Blaise Borezée, Managing Director of Interface Tourism**, is delighted with this new collaboration: *"We are very happy to begin this new collaboration with the Okinawa prefecture. We have long been convinced that Japan still has growth potential on the French market, precisely through its sometimes still unknown gems like Okinawa. It is a destination that perfectly mixes natural wealth, cultural charms, historical heritage and unique gastronomy, all with a strong identity, enough to seduce more than one French traveler! "*

More information on [visitokinawa.jp](https://www.visitokinawa.jp)