



*Press release
Paris, August 17th 2021*

Interface Tourism wins representation of the Nara Prefecture in Japan

The Nara Visitors Bureau has decided to entrust Interface Tourism, the leading communication, public relations, social media and marketing agency specializing in the tourism sector, with its global representation in the French market.



As of August 1, 2021, Interface Tourism has been appointed by the Nara Visitors Bureau in Japan to carry out its communication, promotion and tourism marketing activities in France.

Interface Tourism's mission will be to develop the notoriety and awareness of the destination among tourism professionals and the general public by carrying out trade, marketing and press relations activities for the Japanese prefecture.

Popular with French travelers, Nara Prefecture ranked **6th in terms of growth in 2019**, with an 18% increase in the French market. Visitors from France, who were 16,780 to stay at least one night in the prefecture in 2019, represented **the 4th largest source market for Nara among international source markets** (after China, the United States and Taiwan) and **the 1st in Europe**.

Mostly known by the French public for the eponymous city of Nara, **the first capital of the country and often a must-see stop on a first trip to Japan**, the prefecture is however full of other sites, both natural and cultural, that are worth a visit. Ideally located in the center of the Kii peninsula between Wakayama prefecture with Mount Koya in the west and Mie prefecture with the Ise sanctuary in the east, **Nara region is in the heart of Japan's most sacred routes**.

Birthplace of Buddhism in Japan and the cultural cradle of the country, **Nara is one of the jewels of Japan's heritage**, with no less than 3 UNESCO World Heritage sites gathering 20 individual sites, between ancient monuments and historical pilgrimage routes.

A region of mountains, valleys, gorges and lush forests, **Nara also features unique natural landscapes**: the Mitarai valley where two rivers meet between waterfalls and emerald-colored natural pools, the primary forest of Mount Kasuga with its centuries-old trees, Mount Yoshino and its famous cherry trees, the rice terraces of Asuka, etc.

The Nara Visitors Bureau wishes **to position the whole region as a must-see destination in the archipelago** and to increase the number of visitors from France through more developed and complete itineraries. **Blaise Borezée, Managing Director of Interface Tourism**, is delighted with this new collaboration: *"It's a real pleasure to be involved in promoting a region like Nara: located in the heart of the archipelago, easily accessible from Kyoto or Osaka, it offers a concentration of experiences and a cultural richness that is unique in Japan. It also has all the necessary assets to conquer an even larger French public, by being part of many travel trends that can be observed today following the Covid-19 crisis : a need for nature and wide open spaces, a desire for authenticity, an urge to disconnect and meet people"*.

More information on visitnara.jp

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