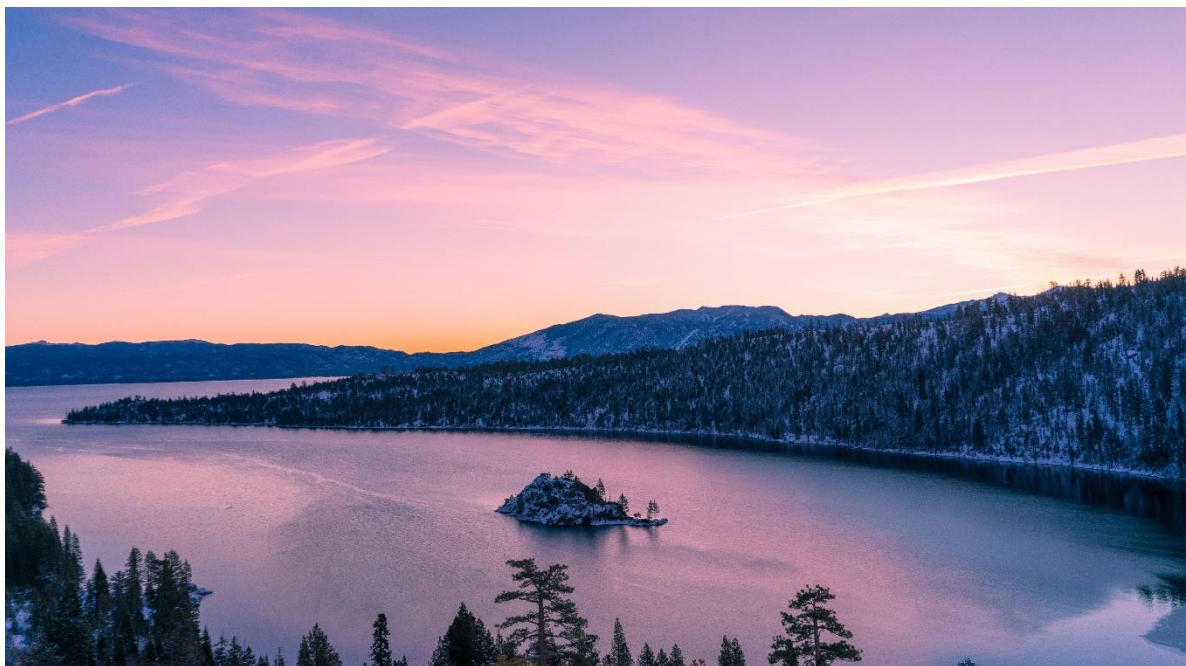




Press release

High Sierra entrusts its representation in France to Interface Tourism

Paris, 6 October 2023 - The High Sierra Visitors Council has appointed Interface Tourism France, a leading agency for communication, marketing, public relations and social media, specializing in the tourism sector, as its new integrated agency in France for trade and public relations, from September.



As part of its tourism promotion on international markets, the High Sierra region has designated the agency Interface Tourism as a representative on French soil. The High Sierra includes unique locations such as **Visalia, Tuolumne County, Calaveras County, Madera County, Yosemite, Mariposa County, Mono County, Bishop, Mammoth Lakes, North Lake Tahoe, South Lake Tahoe and finally, Truckee.**

Nestled in the heart of the majestic **Sierra Nevada Mountains**, this exceptional region offers a range of outdoor activities, breathtaking scenery and relaxing opportunities that are sure to satisfy all desires.

California's High Sierra is **the ultimate destination for adventure seekers and travelers seeking unique discoveries and experiences**. Hiking trails that allow the exploration of many trails, camping in the heart of nature, cycling through forests, or even observing the stars under the clear skies of the Sierra Nevada.

In addition to being a destination rich in nature and activities, the regional cuisine offers **many local flavors through tastings of wines and traditional dishes**. With its warm hospitality, High Sierra has not finished surprising.

Blaise Borezée, Director of Interface Tourism, also spoke about this new collaboration :
"We are delighted to collaborate with California's High Sierra, and to be able to represent this exceptional region in the heart of the Sierra Nevada in California. California's High Sierra represents the quintessence of outdoor adventure and we are convinced of the strong potential of the region, which is why we are pleased to be able to promote this destination to French visitors. High Sierra is an incomparable region, with its majestic mountains, vast forests, crystal clear lakes and breathtaking landscapes. We share the same values and the same visions, because we are aware of the importance of preserving its natural environment. We will make it a point of honour to communicate in this direction in order to promote sustainable tourism in the High Sierra."

ABOUT HIGH SIERRA VISITORS COUNCIL

The High Sierra Visitors Council (HSVC) is a membership organization representing California's High Sierra rural region. Comprised of the region's destination marketing organizations (DMOs) and partially funded by Visit California's Rural Marketing Program, the HSVC works together to promote the incredibly diverse area which includes Sequoia and Kings Canyon National Park, Yosemite National Park, and Death Valley National Park, Lake Tahoe, Mammoth Lakes, and more. From rolling foothills to craggy mountain peaks, from expansive deserts to ancient lakes, from the snow that falls on higher elevations to streams that burble down steep mountainsides, from hand-built hideaways to luxurious mountain resorts, the High Sierra is one of the most culturally and naturally diverse regions in the country. A premier year-round destination, the High Sierra is famous for the seemingly limitless outdoor activities and adventures and world-class ski resorts and winter snow sports. Home to several Native American tribes, historic sites, arts and culture, and a wide range of events and entertainment, there is something for everyone in all four seasons.

ABOUT INTERFACE TOURISM FRANCE

Interface Tourism is a communication, public relations, social media and marketing agency specialized in the tourism sector. It represents, for continuous support or specific operations, destinations and major private players in the tourism industry such as airlines, receptive, hotels ... on the French, Italian, Spanish and Dutch markets. With a team of 40 employees, they develop strategies and implement BtoB and BtoC marketing activities, press relations and social media on behalf of some 50 clients. Interface Tourism France is part of the ITG (International Tourism Group) along with its European partners Interface Tourism Spain in Spain, Interface Tourism Italy in Italy, Interface Tourism Netherlands in the Netherlands, Black Diamond in the UK and GCE in Germany.

More information on internationaltourismgroup.com and interfacetourism.fr

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