



PRESS RELEASE
16th May 2019

DÉMARCHE QUALITÉ TOURISME BOURGOGNE-FRANCHE-COMTÉ :

BURGUNDY-FRANCHE-COMTE TOURISME APPOINTS PACIFIC AVIATION MARKETING AS DESTINATION REPRESENTATIVE

On 21 Mar 2019, Vice President of Regional Council Burgundy-Franche-Comté Mr Ayache Patrick, accompanied by Madame Sophie Ollier-Daumas, Executive Director of Burgundy-Franche-Comté Tourisme, signed a Destination Representation Services Agreement with Mr Eddy Sat, Managing Director of Pacific Aviation Marketing (HK) Ltd. on increasing destination awareness of Burgundy-Franche-Comté region ("BFC" region) in Hong Kong and China. The signing ceremony took place in Hong Kong.

Pacific Aviation Marketing (HK) Ltd. specializes in representation business for more than 50 years, experienced in providing sophisticated marketing services, sales and distribution to airlines, tourism boards, hotels, tour operators and cruise line principals, is the first ever representative of a French regional tourism board in Hong Kong and China. The signing of this agreement shows the high level of trust and the striving of Burgundy-Franche-Comté and Pacific Aviation Marketing (HK) Ltd. to increase awareness and develop this French region through the implementation of marketing campaigns with our targeted partners.

Ayache Patrick, Vice President of Regional Council Burgundy-Franche-Comté, said: "I am happy to be here to sign one of the most important agreements we have signed today regarding tourism development of BFC region... I would like this agreement to bring us a lifelong partnership with Pacific Aviation Marketing (HK) Ltd.."

Eddy Sat, Managing Director of Pacific Aviation Marketing (HK) Ltd., said: "All our 7 offices in Hong Kong and China are dedicated to promote BFC region as well as to create travel demand. In the near future, we will host numbers of marketing campaigns to increase conversion to travel to make BFC region one of the most popular destinations in coming years."

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About Burgundy-Franche-Comté

Burgundy-Franche-Comté has become an essential French destination. Comprising 8 departments, the region becomes the 5th largest in France, home to 2.9 million inhabitants and covering a total surface area of 47,800km². With regards to tourism in particular, in this new region Burgundy and Franche-Comté complement each other perfectly and their «union» has greatly enhanced the tourism offer available to visitors.

An ideal location in the heart of France

Burgundy-Franche-Comté region provides an important breathing space between two of the wealthiest and most densely populated regions of France; the Paris and Lyon basins. It sits directly near Switzerland and other European countries, such as Belgium and the Netherlands. Burgundy-Franche-Comté can be proud of its undeniable attractiveness for wine, fine gastronomy and culture lovers from further afield thanks to its many touristic advantages. Accessible by train, road and air, the whole region is a perfect destination for weekend breaks or longer holidays. It is ideal for getting away from it all and recharging the batteries, while enjoying the French lifestyle.

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