NEW YORK, NY – MARCH 12, 2019 – Suzhou Tourism recently shared the wonders of this ancient Chinese city with influential travel agents, journalists and tourism partners during fashionable lunches at high profile venues in San Francisco and Los Angeles. Held February 11 at In Situ at the San Francisco Museum of Modern Art and February 12 at Ray’s and Stark Bar at the Los Angeles County Museum of Modern Art, the lunches were designed to educate the more than 30 travel professionals in attendance on the latest destination news and developments. Sales executives from China Eastern Airlines were also on-hand to share information about the airline’s daily direct service from both cities to Shanghai’s Pudong International Airport, located just 65 miles from Suzhou. Attendees found the events to be tremendously educational and noted they would be helped for their efforts to better package and sell Suzhou to their clients interested in travel to China.

“I had no idea where Suzhou was before now. It has such a rich history. I’ll definitely mention it to my clients” said travel agent Stephan Becker.

“I’ve had clients travel to China before, and some have been to Suzhou,” said travel agent Daniel Hanes. “I really didn’t know much about it, but now it will be easy for me to explain Suzhou to clients looking to travel to Asia.”

Boasting more than 2,500 years of history, Suzhou offers visitors the chance to discover centuries of culture alongside the modern wonders of contemporary China. Whether a first-time visitor or China travel enthusiast, Suzhou is a must-see destination with traditional Chinese culture, history and art and more. Historically, Suzhou was synonymous with high culture and elegance and drew generations of artists, scholars and members of high society to its tranquil canals, the delicate beauty of its gardens and its exquisite art forms like the Kunqu Opera. These same attractions lure visitors today who roam the city’s romantic water towns, awe at thousand-year-old temples, explore world-class museums and indulge in delicate local cuisine before resting their heads at one of the city’s many upscale hotels from international brands including Kempinski, InterContinental, W, Hyatt and more.

The California luncheon series was part of Suzhou Tourism’s current North American integrated marketing campaign which is designed to showcase the destination’s unique culture, heritage, and tourism experiences through social media activations, travel trade programs, public relations campaigns, and direct-to-consumer events. Over the past year, Suzhou Tourism has been a featured destination at a star-studded New York Fashion Week party hosted by Celebrity Page TV; orchestrated online sweepstakes in partnership with brands like Rank and Style, Serious Eats, and SheKnows; and wowed movie industry heavy hitters during GBK Productions’ annual pre-Oscars gifting lounge in Beverly Hills attended by starts including Viola Davis and Spike Lee.

Travelers can learn more about Suzhou by visiting the website TravelToSuzhou.com or following the destination’s official hashtag #TravelSuzhou, as well as Instagram, YouTube, Facebook, and Twitter channels (@VisitSuzhou).

EDITOR NOTE: IMAGES AVAILABLE FOR DOWNLOAD HERE.
About Suzhou
Suzhou, the "Venice of China," is known for its elegant stone bridges, canals, flowing water, and noteworthy architecture. Located in the center of the Yangtze River Delta, approximately 60 miles west of Shanghai, Suzhou is one of the oldest cities in the Yangtze Basin dating back more than 2,500 years. The city boasts the beautifully manicured Classical Gardens of Suzhou, nine of which have been designated a UNESCO World Heritage Site. Each year, millions of tourists travel to Suzhou to experience the destination’s more than 400 attractions, ranging from pagodas and temples to historical districts and world-class museums. As the largest industrial city in China, Suzhou continues to develop, such as the Suzhou Industrial Park (SIP), which boasts five-star hotels, the iconic Lake Jinji, and China’s largest overwater Ferris wheel.

Travel to Suzhou is easily accessible via three convenient area airports with non-stop flights from North America: Shanghai Hongqiao International Airport (SHA) offers bullet train service to Suzhou, which is approximately a 50-mile, 30-minute trip; Pudong International Airport (PVG) is approximately 65 miles from Suzhou, an hour and half drive; and Sunan Shuofang International Airport (WUX) is approximately 14 miles from Suzhou, a 30-minute drive.

For more information on Suzhou, please visit www.TravelToSuzhou.com.

Media Contact:
Ashley Norman
PHG Consulting
anorman@phgconsulting.com
Tel: +1 646 465 9775

Laura Bonfiglio
PHG Consulting
lbonfiglio@phgconsulting.com
Tel: +1 929 841 5241