NEW YORK, N.Y. (September 25, 2019) – The Suzhou Municipal Bureau of Culture, Radio, Television and Tourism (Suzhou Tourism) and its North American marketing partner PHG Consulting have launched the #SeenInSuzhou social media and public relations campaign to share the destination’s most beautiful imagery and must-visit tourism attractions through digital photography and video.

From idyllic canals to classical Chinese gardens, romantic cobblestone streets, and unrivaled cultural experiences, Suzhou is a destination whose beauty moves travelers beyond words. #SeenInSuzhou will inspire travelers through vivid imagery and encourage them to visit and capture the destination through their own Instagrammable lens. The campaign will kick off with a series of events in partnership with Snug Harbor Cultural Center and Botanical Garden in Staten Island in New York City, which will give consumers a taste of the sights and scenes they can expect on a trip to Suzhou. The very first authentic classical outdoor Chinese gardens built in the United States, the NYCSG is based on Ming Dynasty gardens and all of its architectural components were fabricated in Suzhou. Visitors can explore eight pavilions, a bamboo forest path, waterfalls, a Koi-filled pond, Chinese calligraphy, and a variety of Ghongshi scholar’s rocks, including a 15-foot formation that towers over the central courtyard.

Suzhou Tourism will serve as a sponsor for the garden’s 20th anniversary exhibition “Breaking Ground: Twenty Years of the New York Chinese Scholar’s Garden” which will be on display October 19 – December 29, 2019. During this time, destination branding will be prevalent throughout the garden and in its marketing materials. In the spring, a special photography workshop in the garden will be presented by Suzhou Tourism with media and influencers in attendance.

In the coming year, Suzhou Tourism and PHG Consulting will also host a series of photography-friendly familiarization trips for North American media, influencers, and digital content creators; conduct a series of digital sweepstakes; and take part in the International Media Marketplace (IMM) in New York City. PHG Consulting will continue to maintain the destination’s English language Instagram, Facebook, Twitter, and YouTube channels, which currently reach an audience of more than 940,000, as well as TravelToSuzhou.com, its website for North American travelers. Suzhou Tourism has engaged with PHG Consulting in the North American market since 2014. For more information, visit TravelToSuzhou.com.

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-

PHG Consulting launches the #SeenInSuzhou campaign to showcase Suzhou’s most beautiful imagery
class museums. As the largest industrial city in China, Suzhou continues to develop, such as the Singapore 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, and follow us on Instagram, Twitter and Facebook.

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