



# 到中国，游苏州

## Suzhou, China with Style

**Suzhou Municipal Bureau of Culture, Radio, Television and Tourism Named  
Headline Sponsor of IMM London  
Event to be held at QEII Centre 14-15 March 2022**

**NEW YORK, N.Y. (January 24, 2022)** – The Suzhou Municipal Bureau of Culture, Radio, Television and Tourism is pleased to announce its headline sponsorship of IMM London which will take place 14-15 March 2022. Now in its tenth year, IMM is firmly established as the leading global event connecting the travel industry and the media. Suzhou destination representatives have successfully participated in IMM New York in the past and look forward expanding their reach in Europe in 2022. The sponsorship is part of the yearlong “**Suzhou Heritage**” campaign designed to share the destination’s rich cultural experiences with English-speaking media, influencers, content creators, and consumers.

Located in the center of the Yangtze River Delta, approximately 60 miles west of Shanghai, Suzhou has been known as a center of arts and culture for more than 2,500 years. Intellectuals, artists, and high profile public figures have long been drawn to the city’s romantic canals and stunning classical gardens, nine of which have been designated a UNESCO World Heritage Site. Performing arts including the Kunqu Opera and Pingtan storytelling originated in Suzhou, and the city is also important to the design and fashion worlds as a center for silk making and embroidery. In addition to its arts and culture, Suzhou is home to plentiful natural areas that allow for boundless outdoor activities. Visitors seeking Suzhou’s modern side will find five-star hotels, the iconic Lake Jinji, limitless shopping, and China’s largest overwater Ferris Wheel in the upscale and contemporary SIP District.

“Suzhou has limitless stories, and we are thrilled to have the opportunity to tell them at IMM London,” said Lincoln Wang, director of international communication and cooperation for the Suzhou Municipal Bureau of Culture, Radio, Television and Tourism.

Leading up to the event, participants can learn about the destination by visiting [TravelToSuzhou.com](http://TravelToSuzhou.com), [Instagram](https://www.instagram.com/suzhouheritage), [Facebook](https://www.facebook.com/suzhouheritage), [Twitter](https://twitter.com/suzhouheritage), and [YouTube](https://www.youtube.com/suzhouheritage) and following the hashtags **#TravelSuzhou** and **#SuzhouHeritage** across all channels. The destination’s social media channels provide engaging content highlighting festivals and customs, cultural inspiration, insider tips from locals, and more.

### **ABOUT SUZHOU**

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stunning classical gardens, nine of which have been designated a UNESCO World Heritage Site. Performing arts including the Kunqu Opera and Pingtan storytelling originated in Suzhou, and the city is also important to the design and fashion worlds as a center for silk making and embroidery. In addition to its arts and culture, Suzhou is home to plentiful natural areas that allow for boundless outdoor activities. Visitors seeking Suzhou's modern side will find five-star hotels, the iconic Lake Jinji, limitless shopping, and China's largest overwater Ferris Wheel in the upscale and contemporary SIP District. 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.

Suzhou is located in the center of the Yangtze River Delta, approximately 60 miles west of Shanghai. Suzhou is easily accessible via direct air service from North America and Europe to Shanghai Pudong International Airport (PVG.) and is well connected with nearby cities including Shanghai, Hangzhou, and Nanjing by frequent high speed trains.

For more information on Suzhou, visit [TravelToSuzhou.com](http://TravelToSuzhou.com), and follow the destination on [Instagram](#), [Twitter](#), [Facebook](#), and [YouTube](#).

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