



## 到中国，游苏州

## Suzhou, China with Style

### **Celebrate #SuzhouHeritage During the Year of the Tiger**

*Incense burning, lantern decor and woodcut arts are just a few of the Lunar New Year customs that will be highlighted on @VisitSuzhou social media channels*

**NEW YORK, N.Y. (January 19, 2022)** – This Lunar New Year, people around the world can take part in Suzhou’s traditional festivities without ever leaving home by visiting the destination’s [Instagram](#), [Facebook](#) and [Twitter](#) channels and following the hashtag #Suzhou Heritage. In addition to learning about the celebration through photo and video content, there will also be a chance to enter to win a special Lunar New Year-themed prize package. Just some of the Suzhou customs that will be highlighted beginning February 1 include the following:

### **Incense Burning (Shao Touxiang)**

In Suzhou, it is very popular to burn incense and worship the buddha on the first day of the Lunar New Year to pray for peace and luck. Mudu Lingyan Mountain Temple and Guanyin Cave are popular spots for this activity. Many people compete to be the first incense stick in the temple on the first day of the New Year, believing it will bring good luck.

### **Welcoming the God of Wealth**

On February 4, families in the city will open their doors and windows and light incense sticks in preparation for the arrival of the god of wealth. On February 5, Suzhou locals welcome the god of wealth on the first day back to work after the holiday, and special activities are held the next day in popular shopping areas such as Shantang Street and Guanqian Street.

### **Appreciating Taohuawu Woodcut New Year Paintings**

Taohuawu Woodcut Painting is a traditional folk art native to Suzhou and one of the most famous aspects of the city’s cultural heritage. It is tradition for local people to decorate their homes with woodcut art pieces to celebrate the arrival of the new year.

### **Delighting in Festive Food**

In China, people eat all kinds of food to celebrate Lunar New Year and the Spring Festival. Suzhou’s cuisine incorporates fish year-round, so it is no surprise that it is typically included in the New Year's Eve dinner as it also symbolizes wealth. Other Suzhou specialty foods are lard rice cake, small tangyuan, spring rolls, and egg dumplings.

### **Enjoying the Lantern Festival**

This year the traditional Lantern Festival celebration will take place February 13 – 18. During this period, people will go visit scenic areas in Suzhou such as Xumen Gate and Zhouzhuang Ancient Town to enjoy glowing lanterns, guess lantern riddles and eat glutinous rice balls.

## **ABOUT SUZHOU**

For more than 2,500 years, Suzhou has been known as a center of arts and culture. 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. 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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