



## Suzhou Municipal Bureau of Culture, Radio, Television and Tourism Launches Ninth Year of North American Marketing Efforts With Chinese New Year Celebrations

**NEW YORK, N.Y. (February 13, 2023)** – On November 19, 2022, the Suzhou Municipal Bureau of Culture, Radio, Television and Tourism announced that it has once again retained [PTG Consulting](#) as its English-language marketing partner for North America and Europe. This marks the ninth year that PTG Consulting has worked on Suzhou’s behalf in North America and the third year in Europe.

To kick off this year’s program, PTG Consulting secured Suzhou’s position as a participant in the Chinese New Year festivities held at South Coast Plaza in Costa Mesa, Calif., the largest shopping mall on the west coast of the U.S. The mall, which was filled with “Year of the Rabbit” themed décor, held a corresponding sweepstakes on its website and social media accounts, giving thousands of shoppers the chance to enter-to-win a luxury Suzhou gift basket featuring a locally-made silk robe, Biluochun tea from Dong Ting Mountain near Lake Taihu, and soap made of wisteria seeds from the Suzhou Museum gift shop, among other upscale gifts.



Suzhou lit up in celebration of Chinese New Year festivities

Chinese New Year was also celebrated on the @VisitSuzhou [Instagram](#), [Facebook](#), [Twitter](#), channels where Jiangnan culture and Suzhou-style festivities were featured with the hashtag #SuzhouHeritage. The campaign allowed social media users to learn why Suzhou residents burn incense at Mudu Lingyan Mountain Temple, how the God of Wealth is honored during the spring festival, what types of local delicacies to feast on during Chinese New Year, and more. The themed campaign reached an audience of more than 17,000 and generated more than 16,000 impressions.

Throughout 2023, Suzhou culture will be on display at a number of events throughout the U.S. and Europe as part of PTG Consulting’s marketing campaign. In addition to highlighting Suzhou’s culture and travel experiences, the destination’s silk making heritage will be promoted through social media content, sweepstakes, events, and more. throughout North America and Europe.

This spring, journalists, influencers, content creators, travel agents, and tour operators will be invited to a VIP reception in the Sue Ling Gin Garden, a peaceful space in Chicago's Field Museum filled with eight spirit stones donated by the municipal government of Suzhou. In May, Suzhou's unique art forms will be on display during the annual TBEX conference in Kalamata, Greece; where destination representatives will have the chance to promote the destination to hundreds of travel bloggers, influencers and content creators. In the latter half of 2023, a partnership with a major U.S. retail center is planned, as well as a gathering of high-profile travel bloggers, influencers, and content creators in Toronto.

### **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](https://www.traveltosuzhou.com), and follow the destination on [Instagram](#), [Twitter](#), [Facebook](#), and [YouTube](#).

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