



TRAVEL SALES + STRATEGY

PHG Consulting Continues North American Representation of Chinese Destinations

Nanjing Municipal Tourism Commission and Suzhou Municipal Tourism Board renew yearlong contracts

NEW YORK, N.Y. (September 5, 2017) – [PHG Consulting](#), a global leader in crafting creative marketing solutions for the travel and hospitality industries, is pleased to announce the retention of two destination clients in China. The Suzhou Municipal Tourism Board has renewed its integrated sales and marketing contract for the fourth consecutive year, following a competitive review, and the Nanjing Municipal Tourism Commission has awarded PHG Consulting its second yearlong contract. PHG Consulting is tasked with continuing to grow awareness of these historically and culturally significant destinations among travel trade, media, and consumers in North America to drive arrivals and increase visitor spend and length of stay.

Known as the "Venice of China," picturesque Suzhou draws tourists from around to the world to its UNESCO World Heritage-designated gardens and traditional Chinese landscape featuring scenic canals, elegant stone bridges, and dynasties-old landmarks dating back more than 2,500 years. Nanjing, a sophisticated metropolis and a modern center of history, education, and culture, boasts some of the country's most significant historical attractions such as the Xiaoling Tomb of the Ming Dynasty, Dr. Sun Yat-sen's Mausoleum, The Presidential Palace, and a City Wall dating back more than 600 years. Both destinations are located in Jiangsu Province near Shanghai and are easily accessible from China's major cities by high speed rail and, in Nanjing, by air.

Suzhou and Nanjing are ideally positioned as remarkable and conveniently located destinations worthy of being incorporated into multi-city China travel itineraries. PHG Consulting's integrated destination marketing campaigns for each city include trade outreach, stakeholder education, product development, public relations, and social media. PHG Consulting also managed the creation of [TraveltoSuzhou.com](#) and [GoToNanjing.com](#) as resources for North American travelers and will maintain management of these websites.

About PHG Consulting

A division of [Preferred Hospitality Group](#), PHG Consulting offers a vast portfolio of consulting services that brings organizations through the complete marketing process, while providing them with unparalleled access to travel trade decision makers, media, and consumers around the world. PHG Consulting specializes in crafting intelligent, integrated campaigns that drive strategic results to increase revenue and visitor awareness and connect global clients to key source markets. Visit www.PHGConsulting.com to learn more.

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