



TRAVEL SALES + STRATEGY

PHG Consulting Retains Suzhou Municipal Bureau of Culture, Radio, Television and Tourism for Seventh Consecutive Year and Expands Scope to Europe

Integrated travel and hospitality marketing firm to handle social media community management and content creation, website management, digital marketing, public relations, and events

NEW YORK, N.Y. (October 29, 2020) – [PHG Consulting](#), a global leader in crafting creative marketing solutions for the travel and hospitality industries, is pleased to announce the retention of its longest-term client for a seventh consecutive one-year contract. Following a competitive review, the company was selected to continue managing international marketing efforts for the [Suzhou Municipal Bureau of Culture, Radio, Television and Tourism](#) in North America while expanding its scope to include English-speaking Europe. The account will be serviced by a transatlantic team in New York City, London, and Newport Beach, California with support from an on-the-ground team in China. Since 2014, PHG Consulting has helped this captivating destination grow inbound tourism from the United States and Canada thanks to its creative integrated marketing strategies, Chinese market knowledge, and strong connections to travel industry decision makers and influencers.

To mark the new contract, PHG Consulting will launch “**Suzhou, The City of Culture & Arts,**” a fresh, integrated marketing campaign designed to bring the destination’s fascinating cultural heritage to life. While international travel restrictions remain in place, Suzhou-based expats will help tell the destination’s story through social media, sharing their travel tips on Suzhou’s [Instagram](#), [Facebook](#), [Twitter](#), and [YouTube](#) channels using the hashtag **#SecretsOfSuzhou**. These local recommendations and corresponding itineraries will also appear on the destination’s English-language website [TravelToSuzhou.com](#), and related materials will be provided to English-speaking guests of Suzhou’s top hotels. Four online events will take place in the coming months, giving consumers the opportunity to virtually engage with some of Suzhou’s signature cultural activities including the annual New Year’s Eve bell ringing celebration at Hanshan Temple, spring cultivation of Biluochun tea, and the Kunqu Opera. This immersive, Suzhou-style opera, one of the oldest forms of Chinese drama, will also be the centerpiece of an exclusive event for media, influencers, and key opinion leaders set to take place in June 2021.

“We are thrilled to continue our fruitful relationship with the Suzhou Municipal Bureau of Culture, Radio, Television and Tourism for the coming year,” said Ken Mastrandrea, Chief Operating Officer of PHG Consulting and Preferred Hospitality Group. “Suzhou offers some of the richest cultural experiences in China, and our team is looking forward to sharing these experiences with new audiences through creative digital programs to foster a connection with the destination and establish a desire to visit when the time is right.”

About PHG Consulting

A division of Preferred Hotel Group, Inc. – the family-owned company that manages and operates other global travel and hospitality brands including [Preferred Hotels & Resorts](#), [Historic Hotels of America](#), [Historic Hotels Worldwide](#), and [Beyond Green Travel](#) – 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.

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, and follow the destination on [Instagram](#), [Twitter](#), [Facebook](#), and [YouTube](#).

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