



Industry

Travel & Tourism

Services

Social Media Marketing and Community Management

Events

Website Management

Date of Service

September 2020 – October 2021

Case Study

Inspiring Interest in Suzhou Among Online Audiences to Inspire Travel Dreams While Borders Remain Closed

Situation

With Chinese borders closed due to the COVID-19 pandemic, PTG Consulting was tasked with keeping Suzhou's one-of-a-kind cultural experiences top-of-mind among U.S. and European consumers, media, key opinion leaders, and influencers to ensure travelers keep the destination under consideration and are inspired to book trips there once travel is again possible.

Solution

Without the option of hosting U.S. or European travelers in Suzhou, PTG Consulting turned to foreigners based in China and experts in Suzhou culture in other international markets to tell the city's dynamic stories to the target audience through social media and special events. Further, PTG Consulting developed a series of events targeting English-speaking expats living in China to promote travel to Suzhou, encourage posting about the destination on Chinese and international social media channels, and generate positive media coverage.



Results

The campaign resulted in some of the strongest engagement for Suzhou since PTG Consulting began working with the destination in 2014. Highlights include:

- Partnered with *TimeOut Shanghai* to host readers with influential social media audiences for a one-night stay in Suzhou to document their experiences on WeChat and Facebook, which resulted in 10,187,533 impressions; concurrently, worked with a Beijing-based DMC to develop weekend getaway packages that were promoted for sale via *TimeOut Shanghai*
- Held a consumer event targeting English speakers during Jiangnan Culture Suzhou Week at Beijing’s 798 Arts District, which resulted in 35 positive stories that generated 23,094,490 earned media impressions
- Planned and executed a Kunqu Opera showcase for more than 50 media and influencers in London, which resulted in more than 15,000 social media impressions and 26 articles that generated 2.7 million media impressions
- Orchestrated a #SecretsOfSuzhou IGTV video series starring English speakers living in Suzhou that generated the strongest Instagram engagement for the destination since the channel was launched in 2015, garnering more than 20,000 impressions and 1,500 engagements
- Worked closely with expats to develop friendly, first-person video content shared across @VisitSuzhou on Facebook, Instagram, Twitter, and YouTube, via monthly expat features on the @VisitSuzhou Facebook page, and within the destination’s newsletters distributed bimonthly to the U.S. Travel Trade

25 million+

Media impressions

61

Positive editorial stories

10 million+

Social media impressions

39,000

New followers across all social media channels

“PTG Consulting has provided dynamic and engaging social media campaigns and programs that have greatly elevated Suzhou’s appeal within the North American and European Markets.”

— Rudong Wang | *Suzhou Municipal Bureau of Culture, Radio, Television and Tourism*



TimeOut Shanghai campaign

Discover a side of Suzhou you never knew
There's a lot more to see in the city



Photographer: ATRAILS (Suzhou Canal)
In association with Suzhou Municipal Bureau of Culture, Radio, Television and Tourism
Known as the 'Venice of China', Suzhou is one of the top weekend staycation destinations for people living in Shanghai. But apart from the UNESCO-listed ancient gardens, the sleek Suzhou Museum (designed by IM Pei), bustling Shantang Street and the China-Singapore Suzhou Industrial Park that the locals can't stop bragging about, there's a lot more to the city.



Temple of Confucius
Anyone interested in Chinese culture knows that Confucius is a big deal. All across China, Confucian temples

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STAYCATIONS, ESCAPES, ALL
Time Out tour Suzhou weekend trip
From Shanghai, Every Saturday

Time Out Shanghai with Visit Suzhou, China.
Paid Partnership
There's no better time than autumn to experience the arts and culture of Suzhou, one of the oldest cities in the Yangtze Basin. Cooler temperatures and the bright colors of red maple trees set the scene for leisurely strolls down cobblestone streets alongside ancient canals, exploring the city's classical Chinese gardens and tucking into a steaming bowl of Suzhou-style noodles. Unlock the Secrets of Suzhou and find out why it's truly China, With Style! #TravelSuzhou #Secrets...
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Time Out tour Suzhou weekend trip-From Shanghai, Every Saturday - Atrails Website

Emily Axen
Won a spot on a free trip to Suzhou through TimeOut Shanghai and @VisitSuzhou! Day 1: an amazing lunch, hands-on experiences at the Suzhou Museum of Inscribed Tablets,
全文

