





Industry

Travel & Tourism

Services

Trade Representation

Website

Digital Marketing

Public Relations

Date of Service

September 2014 - December 2020

Case Study

Maintaining Growth and Increasing Awareness for Suzhou in North America

Situation

The 2,500 year-old city of Suzhou in known for UNESCO World Heritage gardens, picturesque canals, and traditional Chinese architecture. Despite its location close to Shanghai, it is often overlooled by many North American travelers as a must-experience destination on their China travel itineraries, a situation created in part due to the North American market's limited knowledge of Suzhou and its tourism offerings. Suzhou Tourism sought a partner to develop a long-term strategic plan that builds awareness of the destination among North American travel trade influlencers and media and sets it apart from competitor destinations that are higher in the booking consideration set.

Solution

PTG Consulting implemented a multi-pronged approach that included travel trade outreach in both the North American and domestic markets to grow tourism product offerings and bolster collaboration, along with media relations to elevate the destination's position in North America while keeping domestic media informed of marketing efforts abroad. Through an integrated approach, PTG Consulting executed large scale events to educate travel avisors, tour operators, media, and consumers on Suzhou, while aligning the destination with well-known venues and cultural institutions to further elevate its profile.





Results

- Organized and hosted 115 North American and Chinese travel trade attendees on individual and group FAM trips
- Attended more than 30 North American tradeshows promoting Suzhou product
- Confirmed partnerships for Suzhou with prestigious U.S. organizations including the Metropolitan Museum of Modern Art in New York City, the De Young Museum in San Francisco, and the Academy Awards in Los Angeles, and hosted events to promote the destination among media, travel trade professionals, industry influencers, and celebrities
- Held annual press conferences in Suzhou to keep domestic media updated on international promotional efforts and engage them in Suzhou culture
- Launched and maintained the destination's English-language website
- Held in-country educational sessions with tour operators and stakeholders, educating them on how to work with PTG Consulting to maximize sales and media opportunities in North America
- Engaged in ongoing proactive and reactive travel trade and media outreach in both North America and China

13,000+

471 Billion 90

0 130%

Articles secured

Earned Media Impressions Tour operators began selling Suzhou

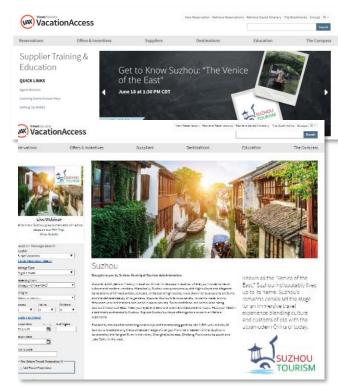
Increase in North American itineraries that include Suzhou

"PTG Consulting has helped put Suzhou on the map through engaging events and impactful travel trade programs. The amount of exposure they have achieved for the destination throughout our longstanding relationship is truly outstanding."

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







TRAVEL+ 50 Best Places to Travel in 2017 LEISURE

Suzhou, China

A half-hour from Shanghai by bullet train, 2,500-year-old Suzhou has two faces. Most know of its classical gardens (nine UNESCO-designated), celebrated in Chinese art and poetry for centuries, and its canal-filled Old Town with traditional white-washed buildings. But there's also the highrise-filled Suzhou Industrial Park (built in partnership with the Singaporean government), which has



lured many Fortune 500 companies and is a recreational spot for locals and expats. It has a shopping and entertainment district named Times Square, a London Eye-like Ferris wheel, multiple Western and Asian restaurants, bars, theaters, and a concert hall, plus colorful musical fountains on Jinji Lake at night-and it's all just a 20-minute subway ride from the heart of Old Town. Over the next two years, W Hotels, Sheraton, and the Luxury Collection join a stampede of Western hotel brands that include the stylish Tonino Lamborghini, a Hilton, and a Hyatt Regency. -Sharon McDonnell

VERANDA These Are the 30 Most Beautiful Gardens in the World







