



南京旅遊
NANJING CHINA

STUDY ABROAD FROM NANJING VIRTUALLY IN 2022
*Nanjing Municipal Bureau of Culture and Tourism launches new
digital campaign targeting North American travelers*

New York, NY (August 19, 2021) – The Nanjing Municipal Bureau of Culture and Tourism and global travel and tourism marketing leader PHG Consulting have begun their fourth consecutive year of working together to generate awareness for the destination in the North American market. PHG Consulting will handle social media and public relations for Nanjing, in addition to managing the destination’s English-language website GoToNanjing.com and providing travel trade support.

While China’s borders remain closed, the destination will continue posting inspirational social media content on its Instagram, Facebook, and Twitter channels to encourage travelers to dream of a future trip to Nanjing. In early 2022, Nanjing will launch an engaging “Distance Learning”-themed campaign on You Tube that will provide consumers with an educational look at the destination’s top attractions, enticing them to visit once international travel resumes. Recognized as one of the four great ancient capitals of China, Nanjing has served as the capital city of 10 Chinese dynasties and regimes for a total of more than 1,800 years and is home to some of the country’s most significant historical sites.

“We are delighted to be partnered with PHG Consulting once again to share the wonders of Nanjing with North American travelers, and we look forward to the day we can once again welcome international visitors to our city,” said Ms. Jibin Ge, Director of Foreign Exchange and Cooperation Division for the Nanjing Municipal Bureau of Culture and Tourism.

About Nanjing

Nanjing, the capital of Jiangsu Province, is situated in the Yangtze River Delta area 190 miles northwest of Shanghai. Recognized as one of the four great ancient capitals of China, Nanjing has served as the capital city of 10 Chinese dynasties and regimes for a total of more than 1,800 years. A sophisticated metropolis and a modern center of history, education, and culture, Nanjing is home to some of the country’s most significant historical attractions such as the Xiaoling Tomb of the Ming Dynasty, a UNESCO World Heritage Site; Dr. Sun Yat-sen’s Mausoleum; The Presidential Palace; and a City Wall that dates back more than 600 years.

Popular attractions also include China's oldest public library and one of the country's first museums, the Nanjing Museum.

Nanjing is accessible by Nanjing Lukou International Airport (NKG) with daily flights from North America. Three train stations – Nanjing Railway Station, Nanjing South Railway Station, and Nanjing West Railway Station – connect Nanjing to all of China's major cities, including Shanghai, which is a 90-minute ride via bullet train or three hours by car.

For more information on Nanjing, visit www.GoToNanjing.com or follow the destination on [Instagram](#), [Facebook](#), [Twitter](#) or [YouTube](#) @GoToNanjing.

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