

Nanjing Municipal Bureau of Culture and Tourism Welcomes North American Travel Professionals

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Nanjing Tourism

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Travel advisors, tour operators and media aim to attract visitors to China through unique cultural and heritage experiences.

NEW YORK, July 11, 2024 /PRNewswire-PRWeb/ -- For the first time since 2019, the Nanjing Municipal Bureau of Culture and Tourism welcomed an influential group of U.S.-based travel professionals to experience the destination and provide insight on how to effectively attract North American audiences. Along the way, the group shared their experiences via social media with the campaign hashtag **#FoundInNanjing**.

Recognized as one of the four great ancient capitals of China, Nanjing is home to some of the country's most significant historical sites, and it is also a sophisticated metropolis and center of education and culture. Some of the attractions the group experienced during their stay included visiting UNESCO World Heritage sites like Xiaoling Tomb of the Ming Dynasty, as well as Dr. Sun Yat-sen's Mausoleum, The Presidential Palace and the 600+ year-old Nanjing City Wall. The group also took part in immersive educational activities reflective of travelers' current interests including a calligraphy lesson and tea ceremony at the city's oldest tea house; learning about the traditional craftsmanship of Yunjin Brocade, a UNESCO-designated intangible cultural heritage, at Nanjing Brocade Museum; and

visited Jinling Traditional Town, Nanjing's newest attraction, for a photo shoot in Han Dynasty-era attire. Nanjing's culinary heritage was woven throughout the itinerary with samplings of local delicacies like Nanjing salted duck, plum blossom cakes and pan-fried dumplings.

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With consumer trends showing continued interest in off-the-beaten path destinations, trip participants felt Nanjing held considerable promise in the North American market. "The history and culture were at the forefront, and each of the culinary experiences was fantastic. I believe that the Nanjing experience is well-aligned with the expectations of a North American traveler," said Debra Brown, CEO and owner of **Smartbird World Travel** in Atlanta. She also shared insight on her recommendation that travelers book through a trusted travel professional. "Having a tour guide was an indispensable aspect of our trip. It would be impossible to understand the significance of Nanjing's history, culture, art and food without the experienced guide providing the relevance from a holistic perspective," said Brown.

Summer Li, Director of Foreign Exchange and Cooperation Division for the Nanjing Municipal Bureau of Culture and Tourism stated: "We were delighted to host this group of U.S. travel professionals and showcase the rich cultural heritage and vibrant attractions of Nanjing. As more North American travelers plan their bucket list trips to China, we encourage them to consider our city – one of China's four great ancient capitals."

For a look at where the participants visited during their trip to Nanjing, follow the destination's official account [here](#).

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 from major North American cities via the Shanghai Pudong International Airport (PVG), which is located a 90-minute ride via bullet train or three hours by car. Three train stations – Nanjing Railway Station, Nanjing South Railway Station, and Nanjing West Railway Station – connect Nanjing to all of China's major cities. For more information on Nanjing, visit www.gotonanjing.com or follow the destination on [Instagram](#), [Facebook](#), [Twitter](#) or [YouTube](#) at @GoToNanjing.

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