



**Nanjing Tourism Launches Social Media Channels Targeting North American Travelers
*Consumers are invited to #GoToNanjing on Facebook, Instagram, Twitter, and YouTube***

NEW YORK, NEW YORK – JANUARY 22, 2018 – The Nanjing Municipal Tourism Commission and [PHG Consulting](#) are pleased to announce the launch of dedicated [Facebook](#), [Instagram](#), [Twitter](#), and [YouTube](#) channels (@GoToNanjing) to promote the ancient capital city to North American consumers, tour operators, and the travel trade. The new social media channels are Nanjing Tourism and PHG Consulting’s latest efforts to increase inbound visitation from the U.S. and Canada and follow the launch of the English-language website [GoToNanjing.com](#) in November 2016. PHG Consulting has provided full-scale sales representation and public relations services for Nanjing in the North American market since June 2016.

The new social media channels highlight Nanjing’s history, gastronomy, arts, culture, and architecture to showcase this city where past empires and ancient traditions gracefully intersect with breathtaking natural scenery and contemporary Chinese culture. Vivid photography and video content provide an inside look at the destination’s [top attractions](#) including Dr. Sun Yat-sen’s Mausoleum, Xuanwu Lake, and an adventurous culinary scene, which travelers can experience first-hand by booking one of the many [travel packages and customized itineraries](#) available from North American tour operators.

Each channel is chock-full of engaging, travel-focused content, and Nanjing Tourism has partnered with a number of North American travel influencers who will share their experiences from the destination across multiple digital and social channels. Nanjing Tourism will also be hosting several contests on social media giving users the chance to win flights and accommodations to create their own Nanjing adventure.

“Travelers from the U.S. and Canada are looking for new and unique destinations in China, and Nanjing is one of the cities they have started to discover,” said Paul Cohen, Vice President, PHG Consulting. “This multi-channel social media program and the [GoToNanjing.com](#) website is helping travelers become truly educated on the destination so they can work with a tour operator or trusted travel advisor to plan the most memorable trip possible.”

About Nanjing

Nanjing is the capital of Jiangsu province in eastern China, 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, Dr. Sun Yat-sen’s Mausoleum, The Presidential Palace, and a City Wall, which 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 Beijing, which is a 3.5-hour ride via bullet train. Travelers coming from Shanghai can reach Nanjing in approximately 90 minutes by bullet train or three hours by car.

For more information on Nanjing, please visit www.GoToNanjing.com.

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