Suzhou Tourism Shines Bright at the Celebrity Giving Suite™ Presented by Backstage Creations During the 69th Emmy® Awards

Suzhou Tourism took to the red carpet over the weekend as a sponsor of the Celebrity Giving Suite™ presented by Backstage Creations at the Microsoft Theater during the 69th Emmy® Awards, which included visits by Dennis Quaid, Felicity Huffman, Rachel Bloom, Iain Armitage, Sarah Hyland, Anika Noni Rose, Chris Jackson, Craig Robinson, Anthony Anderson, Jamie Alexander, and others.

SUZHOU, CHINA (PRWEB) September 18, 2017 -- Suzhou Tourism took to the red carpet over the weekend as a sponsor of the Celebrity Giving Suite™ presented by Backstage Creations at the Microsoft Theater during the 69th Emmy® Awards, which included visits by Dennis Quaid, Felicity Huffman, Rachel Bloom, Iain Armitage, Sarah Hyland, Anika Noni Rose, Chris Jackson, Craig Robinson, Anthony Anderson, Jamie Alexander, and others. Paying homage to the city’s traditional roots, Suzhou Tourism gifted a luxurious silk robe from Xiu Niang Silk, one of the most famous silk companies in China located in Suzhou, and a two-night stay within a Regency Suite at the prestigious Hyatt Regency Suzhou to celebrities who visited the suite. The Backstage Creations Giving Suite is an annual Emmy Season tradition, providing Emmy nominees and presenters exposure to a wide variety of luxury brands and experiences, while benefitting the Television Academy’s Foundation and its education programs.

The star-studded event was tied to Suzhou Tourism’s newly launched integrated social media campaign - "MadeInSuzhou: Exploring Suzhou’s Local Specialties Through Digital Experiences" - which is designed to showcase the destination’s unique experiential features and cultural offerings and engage travelers who are seeking deeper, emotional connections with local communities as part of their adventures. In the coming months, North American consumers will have the opportunity to learn more about both Suzhou’s silk making background and the intricate details involved in with crafting the beautiful robes the celebrities received through an online silk ‘master-class’ video and contest on the destination’s digital and social media platforms, specifically its website TravelToSuzhou.com, Instagram, YouTube, Facebook, and Twitter.

Consumers can follow the campaign by visiting the website TravelToSuzhou.com or following the destination’s official hashtags #TravelSuzhou and #MadeInSuzhou, as well as Instagram, YouTube, Facebook, and Twitter channels (@VisitSuzhou).

About Suzhou
Suzhou, the "Venice of China," is known for its elegant stone bridges, canals, flowing water, and noteworthy architecture. Located in the center of the Yangtze River Delta, approximately 60 miles west of Shanghai, Suzhou is one of the oldest cities in the Yangtze Basin dating back more than 2,500 years. The city boasts the beautifully manicured Classical Gardens of Suzhou, nine of which have been designated a UNESCO World Heritage Site. Each year, millions of tourists travel to Suzhou to experience the destination’s more than 400 attractions, ranging from pagodas and temples to historical districts and world-class museums. As the largest industrial city in China, Suzhou continues to develop, such as the Suzhou Industrial Park (SIP), which boasts five-star hotels, the iconic Lake Jinji, and Asia’s largest overwater Ferris Wheel.

Travel to Suzhou is easily accessible via three convenient area airports with non-stop flights from North America: Shanghai Hongqiao International Airport (SHA) offers bullet train service to Suzhou, which is
approximately a 50-mile, 30-minute trip; Pudong International Airport (PVG) is approximately 65 miles from Suzhou, an hour and half drive; and Sunan Shuofang International Airport (WUX) is approximately 14 miles from Suzhou, a 30 minute drive.

For more information on Suzhou, please visit www.TravelToSuzhou.com.
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