



Exciting news for you: Tourist professional dress design contest will be held in Suzhou

WHAT'S ON IN SUZHOU

✿ Suzhou is recruiting tourist professional garment designs

✿ The person who win the first prize will be awarded RMB10000

✿ All tourist staff in Suzhou will dress in Suzhou style garment

✿ This contest will be a great action to welcome Expo 2010

Suzhou, leader in tourism planning, has just launched a competition that will help the city please visitors and create a strong sense of character and personality. Attractions and activities will be dressed for success!

Suzhou is Changing its Wardrobe

In view of the coming World Expo 2010, Suzhou plans to enhance its tourism in many creative ways! The city is already a must-visit destination of China. Recently, a national competition was launched assist Suzhou in uniting age-old customs with modern tourism. The idea was to link all attractions, activities and support facilities together with a strong and unique image that supports the Classic Suzhou concept. Nationally, the competition is the first of its kind, pursuing a stronger brand image for Suzhou, and promoting knowledge exchange with participants.

Creative industries have been invited to design traditional costumes, in traditional Suzhou style, to be used by tourism-related staff uniforms. The costumes will vary in theme according to attraction. Different outfits will be made for staff of classic gardens, water towns, resorts, business hotels, and countryside tour sites.

To reach Suzhou, transportation is quite easy. All that is necessary is to jump on a fast train departing from Shanghai. In 40 minutes time, Suzhou is before you! For more information on Suzhou, visit www.ClassicSuzhou.com.



SUZHOU TOURISM BUREAU

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