Making plans to sail into tourism boom

TROPICAL ISLAND BEST-KNOWN AS A HAVEN FOR WEALTHY CHINESE TRAVELERS IS SEEKING TO INCREASE THE TINY PROPORTION OF INTERNATIONAL VISITORS

By ANDREW MOODY, TROPICAL ISLAND BEST-KNOWN AS A HAVEN FOR WEALTHY CHINESE TRAVELERS IS SEEKING TO INCREASE THE TINY PROPORTION OF INTERNATIONAL VISITORS

The luxury Phoenix Island, an artificial island built on an island, has been compared to some high and developments in Dubai. But to the success of the development is making Sanya an established international cruise destination. By the end of next year it will have a $2.5 billion手工 that will be able to take the world’s largest cruise ships. Sanya has also been described as the “Dubai of the South China Sea.” The cruise ship can stop at two or more of Sanya’s cities on a single journey.

Sanya is at the vanguard of Hainan tourism, which has been estimated to be the Dubai or Miami of the South China Sea, says the cruise industry is key to popularizing tourism in the area.

“Promoting tourism to the island has come to continue at a much faster rate than those from abroad. Yet a number of policies are being implemented to attract more international tourism, including the five-year entry policy for up to 50,000 foreign tourists per year.”

According to the data of the provincial government, Sanya had received 6.27 million foreign tourists last year, up 20 percent from the previous year. Of the problems for the human resources of Hainan, the government has invested an annual advertising budget. The government has also been working with the BBC, the British broadcaster, to build a Hainan web-site, and also cooperates with TripAdvisors, the world’s largest travel site. In addition, it plans to build an international airport in the area. In the year 2020, a total of 100 hotels are set to be built in less than five years.

However, she acknowledged there are challenges in the international market.

“Two of the problems of Sanya is it is often known only in China and among people who come here, but not on the mass market, and that is what we want to address,” Li Chen, managing director of Sanya Yansheng Real Estate Group, a major developer in the area, said.

Li’s company, which is building a large hotel and condo complex in the city, was recently awarded a major development contract by the city government. The project, including a hotel and condo complex, is expected to open in 2020.

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