

Sanya Tourism Expands Global Reach with Strategic Promotion in Australia and New Zealand



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In a significant move to enhance its global presence, Sanya Tourism Board successfully launched the 2025 Sanya Tourism Promotion Event (Australia & New Zealand) in late March. This initiative aimed to boost international flight connectivity, engage key industry stakeholders, and foster government and corporate partnerships. By showcasing Sanya's tropical island charm and diverse tourism offerings, the event reinforced its position as a world-class vacation destination.

▲ Miss Emily Wang from Sanya Tourism Board spoke at the Sanya Tourism Promotion Event in Sydney.

Strengthening Air Connectivity between Sanya and the Australia-New Zealand Market

From 25th to 26th March 2025, representatives from Sanya Tourism Board attended the Routes Asia 2025 in Perth, holding strategic discussions with Tourism Australia, Tourism Western Australia, and major international airlines such as Air New Zealand, Firefly Airlines, and Air Macau. Building on the

success of existing routes, including “Haikou-Sydney,” “Haikou-Melbourne,” and “Haikou-Auckland,” Sanya is actively working to establish direct air links with Australia and New Zealand, facilitating seamless travel and promoting multi-destination tourism opportunities.

Showcasing Sanya’s Unique Charm through Immersive Experiences

On 27th March, Sanya Tourism Board, in collaboration with Hainan Airport Group (Haikou Meilan International Airport and Sanya Phoenix International Airport) and Hainan Airlines, hosted the “Live into Sanya Rhythm” promotion event in Sydney. The event welcomed over 100 distinguished guests, including key partners from the Australian tourism industry and media representatives. Notable guests included Ms Shuyu Wang, Counsellor-rank Consul for Cultural Affairs, Consulate-General of the People's Republic of China to deliver her speech; Mr Dong Liu, Director of the China Cultural Centre and China National Tourist Office in Sydney; Mr Dusan Djukic, Government Relations Advisor of Tourism Australia, Miss Cotton Wang, Campaign Executive of Tourism Australia, and Miss Paris Miller, National Coordinator of the Australian Tourism Export Council.

▲ Photo from the Sanya Tourism Promotion Event in Sydney

Through immersive video showcases, keynote speeches, and experience sharing, the event highlighted Sanya’s stunning coastal landscapes, sustainable tourism initiatives in West Island Fishing Village, and its unique “Tourism + Leisure” and “Tourism + Sports” concepts. A curated selection of high-value travel products tailored for the Australian and New Zealand markets was unveiled, featuring luxury hotel packages, rainforest adventures, and water sports experiences, sparking strong interest among local travel operators.

▲ Photo from the Sanya Tourism Promotion Event in Sydney

A key highlight of the event was that professionals from the Australian tourism industry shared their experiences in Sanya. Dion Woo, Mr Dion Woo, Sanya Tourism International Experience Officer, recounted his memorable journey, while Mr Steve Cairns, Managing Director and Group CEO of Liberty Tours, expressed strong interest in expanding collaboration with Sanya Tourism Board to further promote its offerings.

The event also introduced Sanya’s year-round calendar of world-class events, including the Yalong Bay International Rose Festival, a romantic celebration that captivated guests. A “Sanya Rose Wall” interactive installation invited guests to contribute to a collective artwork symbolising Sanya’s warm invitation to global travellers. Each guest received a rose, embodying Sanya’s renowned hospitality.

▲ Guests taking photos at the "Sanya Rose Wall"

Adding a creative and sustainable dimension, the event featured the “Capture the Beauty of Sanya” shell collage art creation workshop, where the guests crafted unique artworks using seashells sourced from Sanya. This hands-on experience fostered a deep cultural connection and emphasised Sanya’s commitment to sustainability.

“Capture the Beauty of Sanya” shell collage art creation workshop

The event concluded with an exciting lucky draw session, with guests winning return tickets from Sydney to Haikou with Hainan Airlines, luxury stays at Atlantis Sanya and Sanya Serenity Marina Hotel, and exclusive experiences at Sanya’s top attractions.

Expanding Partnerships and Market Penetration

Beyond the main promotion event, Sanya Tourism Board conducted intensive business meetings in Sydney and Auckland from 27th to 28th March, engaging with over ten major wholesalers and travel agencies, including China Travel Service (Australia), Liberty Tours, and Wendy Wu Tours. These discussions explored new collaborations in market development, product innovation, and joint marketing strategies.

For Australia's high-end travel segment, Sanya is collaborating with Liberty Tours to introduce bespoke luxury itineraries, featuring five-star resorts, private yacht experiences, and golf getaways. In partnership with Wendy Wu Tours, Sanya is launching wellness retreats and cultural walking tours tailored for mature travellers. Meanwhile, discussions in New Zealand with Worldwide Holidays and Excel Travel focused on multi-destination itineraries covering Hainan and Southern China, leveraging influencer marketing and social media to enhance brand visibility.

A Vision for the Future

"The Australia and New Zealand markets hold immense potential for Sanya's long-haul tourism growth," said Emily Wang, representative from the Sanya Tourism Board. "Through this initiative, we aim to enhance air connectivity, expand our travel offerings, and elevate Sanya's global appeal as a premier vacation destination."

With strategic partnerships, innovative marketing approaches, and enhanced accessibility, Sanya is well-positioned to attract more international visitors and strengthen its footprint in Australia and New Zealand.

For more information, please visit:

<https://www.visitsanya.com/>



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