

Xiamen Airlines Embarks on Diamond League Journey Again



Xiamen, Fujian Sheng Apr 27, 2025 ([Issuewire.com](https://www.issuewire.com)) - On April 26, the "2025 World Athletics Diamond League Xiamen" was grandly held at the Xiamen Egret Stadium.

As the Diamond Partner of the event, Xiamen Airlines witnessed numerous thrilling and inspiring moments, including Chinese athlete Zhang Mingkun securing the gold medal in the men's long jump event and Wu Yanni achieving her personal best of the season.

The Diamond League, organized under World Athletics, stands as the highest-profile single-day series in global track and field, renowned for its world-class competitiveness and far-reaching influence.

This marked Xiamen Airlines' second deep involvement in the prestigious event, following its role as the title sponsor of the 2023 Diamond League Xiamen, further cementing its commitment to supporting top-tier international sports.

As part of the award ceremony, Xiamen Airlines' cabin crew members extended their signature in-flight elegance to the vibrant track, presenting medals and blessings to each victorious athlete. Meanwhile, the airline's iconic logo shone prominently on athletes' bibs, media backdrops, and LED displays across the venue, captivating global audiences and vividly embodying Xiamen Airlines' brand philosophy of "Fly for a Better World."

At the event, Xiamen Airlines' in-house coffee brand, LITTLE GALLEY, drew attention with its sky-blue mobile café, offering spectators a refreshing break amidst the intense competitions. The booth of Xiamen Airlines' independent beauty and personal care brand YUNCHU, with its snow-white sky color

scheme, stood out as a bright spot in the venue.

Following the exhilarating first day of events, athletes retreated to the official accommodation partner—the Xiamen Airlines Fairmont Hotel. As the hotel's inaugural guests, Athletes can directly experience the integration of international high-quality service and Fujian culture in this hotel with a total construction area of 60,000 square meters and guest suites with views ranging from 180° to 270°.

To enable more international athletes to experience the charm of China and Minnan culture, the hotel also presented Minnan intangible cultural heritage hairpins, Chinese brush calligraphy and Minnan tea experiences to many athletes, including the world record holder of the men's 400-meter hurdles, Warholm.

Beyond being a pinnacle of athletics, the Diamond League serves as a vital platform for dialogue between Chinese sports and the world.

Moving forward, Xiamen Airlines will continue to build “air bridges” connecting global travelers to Xiamen, enabling them to experience the city's dynamic sports culture firsthand. Through such initiatives, Xiamen Airlines remains dedicated to advancing Xiamen's vision of becoming a “Healthy Xiamen” and an internationally recognized sports hub.

Media Contact

EVER BLOOM PR CONSULTANTS (SHANGHAI) CO., LTD.

*****@everbloom.com.cn

Source : EVER BLOOM PR CONSULTANTS (SHANGHAI) CO., LTD.

[See on IssueWire](#)