



The Sanya Tourism Board (STB) is a statutory institution launched by the Sanya Municipal People's Government. Fulfilling the mission entrusted by the state to Hainan FTP to boldly experiment and explore, STB aims to comprehensively enhance the competitiveness and reputation of Sanya as an international tourism destination and become an important platform for efficiently serving the construction of an international center for tourism and consumption in Hainan.

The STB makes tourism promotion plans for Sanya, collaborates with tourism-related enterprises for joint marketing, and carries out such functions as MICE industry development, overseas route development, large-scale activity planning, and business development centered around the six major elements of tourism, such as food, accommodation, transportation, sightseeing, shopping, and entertainment, thus ensuring both city brand promotion and the boost of tourism consumption.

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## FUN IN SANYA



## FEELING THE SEA

Located on the coast of the South China Sea, Sanya is not only an ideal destination for vacation but also one of the best places for all kinds of water and underwater sports. With a vast sea area of 3,226 square kilometers, Sanya is blessed with extremely clear sea water and a magnificent underwater landscape, and the underwater visibility can generally reach 8 to 16 meters. International diving experts unanimously rated Sanya as one of the best diving places in the South Pacific Ocean. Besides diving, there are many other sea sports available, such as snorkeling, speedboats, and submarines, suitable for all ages, as well as sports that have been gradually gaining popularity in recent years, including windsurfing, surfing, and parasailing. All these factors contribute to each tourist visiting Sanya feeling the tremendous charm of ocean sports.



## TOUCHING THE SKY



Sanya provides various kinds of low altitude flying services for tourists. Visitors can book a low attitude flight and enjoy the panoramic view of Sanya's magnificent mountains, sea, islands and bays from the air by means of helicopters, seaplanes or air trikes.



## SAILING TO THE OCEAN

Set sail and cleave through the waves! The new luxury tourism products represented by yachts and sailboats have become the mainstream products of Sanya. Take a trip with your family and friends on fully equipped yachts and sailboats for sightseeing and fishing on the sea, and enjoy the scenery and delicious food at the same time! When the night comes, you can take a yacht touring the Sanya Bay and admire the gorgeous night scenery of Sanya from the sea.



## GOLFING AROUND THE YEAR



Sanya is famous in China as a sunshine city for its significantly long average annual sunshine duration, which is around 300 days. It is always perfect time for golf practice throughout the year. The design concept of Sanya golf courses is the integration of natural environment and golf sports, covering accommodation, catering, leisure, entertainment, meeting facilities, etc. The main courses include Yalong Bay Golf Club, Luhuitou Golf Club, all of which have 18 holes and a par of 72.



三亜市旅游发展局  
SANYA TOURISM BOARD  
这里无限可能  
More Than Ever

## NEW VACATION EXPERIENCES IN Sanya





## DUTY-FREE SHOPPING



In order to implement the "Overall Plan for the Construction of Hainan Free Trade Port," taking advantage of the relevant policies of the "Announcement on Tax-Free Shopping Policies for Hainan Islands Travelers," before the island-wide customs clearance operation in 2025, off-shore passengers can enjoy the exemption of import tariff, import value-added tax, and consumption tax. The tax-free shopping quota is 100,000 yuan per year. There is also a 11% tax-refund policy for international tourists.



Moving towards building a "shopping paradise," Sanya has opened four duty-free shops, namely Sanya International Duty-Free Shopping Complex, Hainan Tourism Duty-Free Shopping Complex, CNSC Sanya, and Sanya Phoenix Airport Duty-Free Shop. These are tourism retail commercial complexes integrating tax-free shopping, tax shopping, catering and entertainment, and cultural display.



CDF Mall



Sanya has many hotels, which are located in the urban area, Sanya Bay, Dadonghai Bay, Yalong Bay and Haitang Bay. There are not only affordable express hotels, but also luxury hotels with meticulous service and comprehensive facilities, as well as Internet-famous guesthouses for taking photos. Tourists will be impressed by the variety of different famous hotels provided, as Sanya has the most dense distribution of high star and international brand hotels in China, such as Intercontinental, Hilton, Hyatt, Marriott, Shangri-La, Accor, Windham and others.



Sanya also has perfect facilities for MICE tourism. At present, there are four mature conference reception communities: Haitang Bay, Yalong Bay, Donghai and Sanya Bay, as well as large exhibition venues covering more than 10000 square meters, such as Sanya Bay Mangrove Resort World International Convention Center, Sanya Poly C+ International Expo Center, Sanya Beauty Crown Cultural Exhibition Center, etc.

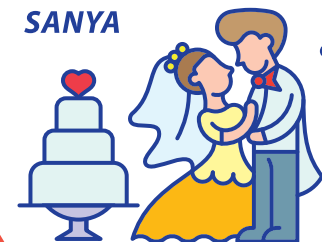


Sanya is well-known as the holiday paradise in China, where even the air seems to be full of romantic atmosphere. You can take a romantic ten-mile walk along the Coconut Dream Corridor or enjoy a luxurious and sweet honeymoon in a well-equipped resort. Sanya's Dongtian Park, the Phoenix Hill Love Forever scenic spot, and Wuzhizhou Island are the best places for lovers to enjoy a vacation and take photos. Everything is possible in Sanya, whether it's a honeymoon holiday or a fairytale wedding photo session.

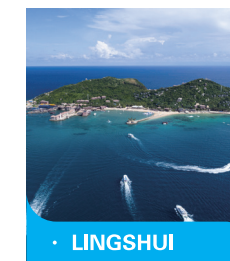


At present, Sanya is actively building a one-stop service platform integrating wedding photography, wedding planning, travel photography and jewelry purchase, aiming to make every couple who come to Sanya feel meticulous wedding service where everything is under control.

## ROMANTIC SANYA



With the aim of constructing Hainan International Tourism Consumption Center, the Sanya Economic Circle is part of the Hainan Provincial Party Committee's plan to implement the Belt and Road Initiative proposed by the Chinese central government. Sanya and neighboring Lingshui Li Autonomous County, Ledong Li Autonomous County, Baoting Li and Miao Autonomous County form the Demonstration Area of Regional Economic Cooperation. It covers a total land area of 6,967 square kilometers, including Sansha and other islands in the South China Sea. By taking a one-day journey, you can enjoy the unique tourism resources such as canyons, waterfalls, rain forests, hot springs, and karst caves around Sanya.



Boundary Island Eco-Cultural Tourism Resort is a national AAAAA scenic spot, located in Lingshui Li Autonomous County. The north of the island is dominated by plain terrain, and the south is dominated by mountainous areas. With beautiful scenery and abundant seabed resources, Boundary Island is an ideal place for sightseeing and water sports.



Yanoda Rainforest Cultural Tourism Zone is a national AAAAA scenic spot, located in Baoting Li and Miao Autonomous County. It is one of five tropical rainforests in Hainan Island and the only tropical rain forest in China located at 18° parallel north. In the tourist area, the tropical rain forest covers the sky, and the flowing springs and waterfalls pour down, making it the best place to enjoy the rainforest landscape.



Jianfengling National Forest Park was established in 1992 with the approval of Ministry of Forestry, PRC. Covering an area of 1600 hectares, Jianfengling has a complete range of tropical vegetation types. There are not only tree fern, a living fossil plant of the same age as dinosaurs (more than 200 million years ago), but also more than 20 rare national protected animals.