

Sanya

Destination One-Pager

The «Hawaii of China» steps onto the international stage: duty-free, new Yalong Bay flagships and Asia's most disciplined market.

500K+

Russian tourists to Hainan in 2025 (+120% YoY) — Russia is the island’s № 1 foreign market

TOP SOURCE MARKETS

Russia		500K+ (+120%)
Southeast Asia		major growth market
Domestic China		~100M domestic trips to Ha

Source: Hainan Provincial Dept. of Tourism / China inbound statistics — <https://www.visithainan.gov.cn/>

Full destination coverage: <https://travelintelligenceoffice.com/sanya/>

