



# Hainan Tourism Policy Case Sharing

Rely on good winds  
send me to the cloud

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Hainan · China







**Hainan**  
**born with the sea**



**use the sea as the media**  
**the only provincial international**  
**tourism island in China**



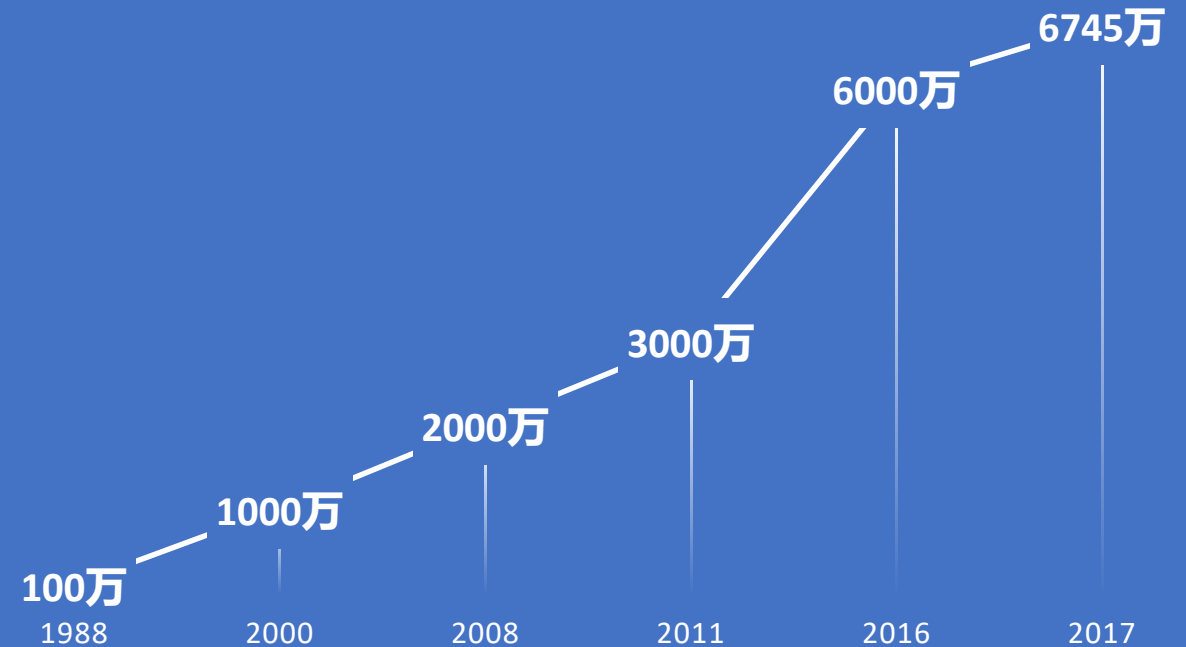
**flourishe with the sea**  
**the largest special**  
**economic zone in China**





Data intuitively confirms the rapid development of Hainan's tourism development. It is precisely the introduction of a series of favorable policies that have helped Hainan's tourism industry achieve historic and major achievements

Number of visitors in Hainan ( 1988-2017 )





## January 4 2010

### Hainan International Tourism Island



Hainan will be built into a world-class island leisure and holiday tourism destination.

The destination is to be built as a pilot area for the reform and innovation of the tourism industry in China.

## 2016

### Holistic Tourism Demonstration Province



It is the way to promote the implementation of Hainan International Tourism Island Strategy. It is an effective carrier for Hainan Province to fully implement the five major development concepts and advance supply-side structural reforms. It is a strategic direction to promote the transformation and upgrading of tourism in Hainan and to solve the difficult problems of tourism development.

## May 2017

### set the tourism industry as the first of 12 key industries



Hainan Tourism embarked on two super “hot wheels” of the International Tourism Islands and the holistic Tourism Demonstration Province.





## April 2018

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In April 2018, on the occasion of the 30th anniversary of the reform and opening up of Hainan Province, the CPC Central Committee and State Council issued the “Guiding Opinions on Supporting Hainan's Comprehensive Deepening of Reform and Opening-up”, which is the most significant impact policy on tourism in Hainan following the approval of the international tourism island file.

Hainan is standing at the new starting point of historical development.



## International tourism consumption center



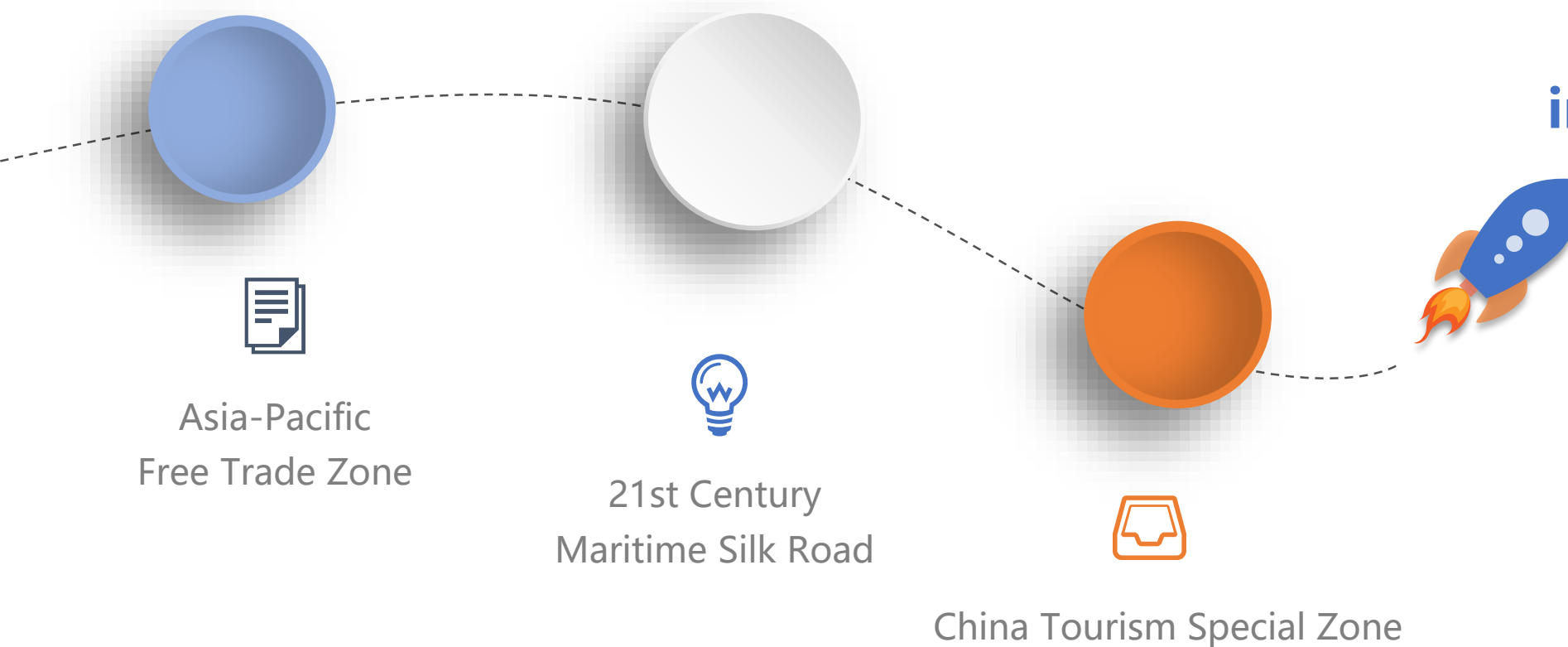
promote the opening of  
the tourism consumption  
center

enhance service quality  
and internationalization  
level



cultivate tourism  
consumption new hotspots

create a international tourist  
destinations



**Hainan's tourism  
industry will usher  
in a new era**





# Welcome to Hainan

Thank you for whatching

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