

HAINAN AND MACAO LAUNCHED NEW MULTI-DESTINATION TOURISM PRODUCTS



The Hainan Tourism Promotion Group recently visited Macao to promote Hainan's tourism resources and multi-destination tourism products to the travel sector. They aimed to strengthen the two-way linkage of cultural tourism between Qiongzhou and Macao and promote the high-quality development of both places' cultural and tourism industries.

Hainan and Macao's tourism authorities are members of the China Maritime Silk Road Tourism Promotion Alliance and have close relations. Tourism exchanges are becoming more frequent between the two places. **The promotion conference launched the "Hainan & Macao" one-way multi-stop tourism product, relying on the "visa-free policy for inbound tourism of people from 59 countries in Hainan"**. The focus was on recommending Hainan Island Ring Road's 8-day and 7-night tourism products, showing the new image of Hainan tourism to the participants.

During the promotion meeting, the Hainan tourism officer presented the "Hainan & Macao" tourism products to the audience using videos, graphic displays, and other materials. The officer introduced Hainan's tourism resources and the visa-free policy for inbound tourism for people from 59 countries. The "Hainan & Macao" multi-destination tourism product is not limited to just Macao's Ruins of St. Paul's and museums. It also includes Hainan's beautiful Sky Mountain, the Lai Miao Cultural Tourism Zone in Binglang Valley, Qilou Old Street, and Sanya's End of the World.

Moreover, representatives from the Hainan Provincial Tourism Association, the Macao Tourism Association, the Haikou Travel Agency Association, and the Travel Industry Council of Macao signed a cooperation agreement to create "multi-destination" tourism products between the two parties. The agreement will allow Hainan and Macao to expand the space for cooperation in tourism-related business fields, promote the exchange of tourists between the two places, and facilitate the development of the tourism industry of the two places.

The head of the Hainan Provincial Department of Tourism and Cultural Affairs recently announced that in 2024 they plan to combine various Hainan festival tourism brands, such as the Hainan International Tourism Island Happy Festival and the 2024 Hainan World Travel Merchants Conference. **They aim to develop "one-way, multi-stop" tourism products catering to domestic and foreign tourists.** They also plan to work with Macao to expand cooperation and interaction between the two places in the tourism industry and promote the development of the economy.

Date: 2024-01-29

Article link:

<https://www.tourism-review.com/new-joint-tourism-products-offered-by-macao-and-hainan-news14164>