

HAINAN'S TOURISM BENEFITS FROM VISA EXEMPTION FOR 59 COUNTRIES



Hainan province in southern China is experiencing an increase in inbound tourism, with numerous visitors from visa-free countries like Russia. Experts emphasize the significance of Hainan's visa-free entry policy for 59 countries, which aims to facilitate and enhance foreign visits.

As of July 14, Hainan's tourism authority reported a staggering increase in foreign tourists entering the province without a visa. The figure stands at over 154,000 this year, a remarkable 12-fold increase from last year. Sanya, in particular, **has seen a significant rise in foreign overnight visitors, welcoming 319,800 in the first half of the year, about 81% of the pre-pandemic levels recorded in 2019.** According to the Sanya Municipal Office of Tourism, Culture, Radio, Television, and Sports, the city received 50,700 overnight tourists in June alone, marking an 11% increase from the previous month.

Russian tourists have emerged as a key driving force behind the growth of Hainan's tourism industry. Since January, over 35,000 Russian tourists have flocked to Sanya, constituting a significant 33.6% of the total foreign visitors. Moreover, as Sanya's Fenghuang Entry-Exit Border Inspection Station reported, over 94% of these Russian tourists have entered Hainan without a visa.

The increasing number of Russian visitors has prompted Sanya businesses to enhance their products and services to ensure higher tourist satisfaction.

Many Russian visitors are drawn to traditional Chinese medicine for its ability to help them relax, improve their well-being, and explore Chinese culture. According to Liu Jianhao, the director of Sanya Traditional Chinese Medicine Hospital, the tropical climate combined with traditional Chinese medicine has enticed many tourists from Russian-speaking regions to Sanya. They come to experience health-preserving programs and treatments based on traditional Chinese medicine.

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