

City promotion activity launched in Haikou



Hainan Island, sometimes dubbed as “Asia’s Hawaii”, has been developing eco-friendly tourism over the past decade and focusing on building an International Tourism Island. [Photo by Cui Can/China.org.cn]

Hainan Island, sometimes dubbed as “Asia’s Hawaii”, has been developing eco-friendly tourism over the past decade while focusing on building an International Tourism Island. The island boasts excellent air quality, clean water and the opportunity for a healthy lifestyle.

Themed “Discover Hainan’s New Charm”, the 2017 Internet Plus City Promotion activity was organized by Hainan Daily Press Group and Hinews.

From July 17 to 22, over 50 reporters and photographers from national key news media and mobile news networks travel to Hainan to witness the achievements made by the whole province in recent years.

Starting from Haikou, through Wenchang, Qionghai, Wanning, Baoting, Sanya, the city tour will demonstrate Hainan as a province of economic prosperity, social civilization, ecological livability and people’s happiness.

Meanwhile, by fully making use of Hainan’s advantages in ecological environment, special economic zone and the international tourism island, Hainan has earned a reputation at home and abroad as the “Garden of Full

seasons” and a “Paradise Resort.”

To push forward the building of Hainan International Tourism Island, Hainan has been given fresh impetus to social, economic and cultural development. Rich in natural resources and backed by its eco-friendly development, Hainan has become a more attractive and energetic city.

Han Chaoguang, the CEO of Hinews, delivered a welcome speech to participants of the activity on July 16.

In his speech, he mentioned that Hainan has carried out a new round of reform to further its building of an international tourism island. And by utilizing the Internet Plus City Promotion activity, Hainan expect its new image through the media.