
**BRAND AMBASSADOR LI XIAN IMMERSSES IN A TRULY ONE-OF-A-KIND
HOLIDAY AT ATLANTIS SANYA PROUDLY PRESENTED BY FOLIDAY**

The Reason Brings You Back to Sanya

(October 23rd, 2019 - Sanya, China) Atlantis Sanya unveiled a special treat for guests of its Amazing Splash Party today – a surprise appearance by “July Boyfriend” Li Xian! Newly appointed as the first Brand Ambassador for Atlantis Sanya, celebrated actor Li Xian instantly made a splash at this epic pool party with his entrance, and quickly turned up the summer heat as he joined party guests in exploring and immersing in a one-of-a-kind waterpark experience unique to the resort’s iconic Aquaventure Waterpark.

The addition of Li Xian as Brand Ambassador undoubtedly injects yet another rush of youthful vitality and captivating vigor for Atlantis Sanya. As a flagship attraction for the tourism sector in Sanya, Atlantis Sanya is an integrated entertainment resort that houses an array of exclusive adventures and activities synonymous with the positive and energetic vibes that Li Xian exudes. Being his second visit to Atlantis Sanya, the popular actor took this opportunity to explore various resort facilities and leisurely experienced the marvels of this landmark tourist destination first-hand. In perfect synchrony with Li’s visit, the resort formally announced its new brand manifesto “One Destination Different Experiences” at the launch event. Encapsulating the infinite possibilities awaiting guests in Atlantis Sanya, the new manifesto represents a prestige resort integrated with a multitude of inhouse features, facilities and activities that may be explored and experienced without ever stepping a foot out of this landmark resort, making Atlantis Sanya a dream destination where vacationers can weave several holiday plans into one vacation of a lifetime. As a world-class attraction and top-tier integrated entertainment resort in China, Atlantis Sanya is reputed for incorporating eight major commercial activities under one roof, including luxuriant hotel accommodation, the renowned Aquaventure Waterpark, The Lost Chambers Aquarium, extensive MICE venues and facilities, a wide variety of gastronomic restaurants and curated options in entertainment, shopping and performance arts. The resort continually attracts visitors globally with its rich agglomeration of tourism resources and diversified product offerings, and relentlessly endeavors to upscale and upgrade its operations. Atlantis Sanya is wholly committed to delivering its promise of One Destination Different Experiences at all times - regardless if it is a first visit or nth visit, guests can be assured that there will always be a spectacular, one-of-a-kind vacation awaiting them at Atlantis Sanya!

Hosted at Aquaventure Waterpark, the first water theme park in China to operate all year-round, the Amazing Splash Party was off to a kickstart with special performances comprising of traditional Chinese drums and dance sets. Heiko Schreiner, Managing Director of Atlantis Sanya, expressed in his opening address that “we are very honored and pleased to welcome our very first Brand Ambassador Mr. Li Xian to join us in experiencing the fun-filled adventures lined up today. Atlantis Sanya has always been committed to delivering an integrated, unique and immersive experience for every single guest that choose our resort as their dream destination for a perfect vacation. Today, I am proud to announce our new brand manifesto – ‘One Destination Different Experiences’. It harbors our hope and speaks of our goal to ensure that resort guests discover a whole new side of fascinating charm unique to Atlantis Sanya on each visit.”

Amidst thunderous cheers from the excited crowd of partygoers, Atlantis Sanya Brand Ambassador Li Xian went on stage to accept the Atlantis staff badge together with Aquaventure Waterpark signature T shirt and cap from Mr. Qian Jiannong, Chairman, Executive Director and CEO of FOSUN Tourism & Commercial Group and Global partner of FOSUN.

As the icon of Sanya Tourism 3.0 initiative, Atlantis Sanya had specially invited its inaugural Brand Ambassador Li Xian to visit the resort as part of key strategic efforts to support the Hainan International Tourism and Consumption Year promotions, echoing state plans for boosting the island's economy with tourism as lead driver and development of the Hainan International Tourism and Consumption Center. Mr. Qian Jiannong, Chairman, Executive Director and CEO of FOSUN Tourism & Commercial Group and Global partner of FOSUN expressed at the event that “I am pleased to have Li Xian as our first Brand Ambassador for Atlantis Sanya to join us today. I will present the staff badge on behalf of FOSUN Tourism to formally welcome him to become a part of Atlantis Sanya. Despite having only commenced operations just slightly more than a year ago, Atlantis Sanya presented by FOSUN Tourism has delivered outstanding results and attained many remarkable achievements. “He further elaborated that “We will continue to provide services of premium quality and truly unique leisure travel experiences to global consumers, and devote our efforts in advancing the transformation of travel industry towards leisure-focused tourism, as well as the transformation and upgrading of the entire tourism industry in China. We want to deliver a truly one-of-a-

kind holiday to every consumer under the FOLIDAY platform managed by Fosun Tourism.”

As a good friend of Atlantis Sanya, Li Xian is well-acquainted with the resort. At the event, Li interacted with the crowd enthusiastically and shared multiple personal experiences from his stays at the resort. Li also expressed that he will like to visit Atlantis Sanya more often during his free time so that he may enjoy the resort to its fullest capacity. Li pledged to the crowd that he will do his utmost best to fulfil his “responsibilities” as brand ambassador by enjoying all that the resort has to offer and sharing his experiences thereafter. Eager to share his joy, Li presented generous prizes, courtesy of Atlantis Sanya, to lucky winners from the crowd. Of which, the top prize consisted of a complimentary stay in the underwater suite. At the event, the lucky winner accepted this romantic prize from “July Boyfriend” Li Xian himself, much to the envy of the applauding crowd.

Atlantis Sanya has consistently been a leading brand of Sanya tourism, it endeavors to support the development of Hainan island into an international tourism and consumption center, and continually seeks to upgrade its offerings in terms of travel experiences and service quality with this goal as its cornerstone. The Hainan International Tourism and Consumption Center is an integral part of the China (Hainan) Free Trade Zone General Plan and state plans for building a Hainan Free Trade Port. As an exemplary industry leader, Atlantis Sanya is dedicated to facilitating the structural transformation and upgrade of the region’s tourism sector and driving the shift towards a leisure-centric model, by ensuring that every single guest enjoys an unparalleled holiday experience with each visit to this world-class integrated resort.

李现空降复星旅文三亚·亚特兰蒂斯 解锁 FOLIDAY 一站式非凡度假体验

给你再来一次三亚的理由

(中国三亚 2019 年 10 月 23 日) 继日前三亚·亚特兰蒂斯与知名演员李现先生携手，邀请其正式成为复星旅文旗下三亚·亚特兰蒂斯首位体验大使。全新获任的体验大使“现男友”李现今天再次亲临度假区，空降“现男友热浪派对”的水世界现场，为宾客们开启了一次无与伦比的水上体验。

作为全新上任的体验大使，李现的加盟无疑为三亚·亚特兰蒂斯这一三亚旅游的旗舰项目带来更多年轻活力并探索未知的正能量。此次的三亚·亚特兰蒂斯之行也让李现有了更多机会发掘度假区的不同体验。随着体验大使的到访，全新的品牌宣言也在今天正式推出，以“即刻浸入，未历之境”向宾客传达在三亚·亚特兰蒂斯探索未知的无尽可能，畅享一站式度假目的地带来的丰富体验。作为国内知名的一站式娱乐休闲及综合旅游度假目的地，三亚·亚特兰蒂斯汇集酒店、水世界、水族馆、国际会展、餐饮、娱乐、购物、演艺八大业态于一体，持续吸引来自全球各地的宾客。这里以丰富的业态和全方位的旅游产品，将度假体验无限升级，让宾客无论是第几次来到三亚·亚特兰蒂斯，都能“即刻浸入”，尽情探索“未历之境”。

在精彩热烈的中国传统鼓舞表演中，“现男友热浪派对”在国内首家全年运营的水上乐园——亚特兰蒂斯水世界拉开帷幕。三亚·亚特兰蒂斯董事总经理海科先生（Heiko Schreiner）也向宾客致欢迎辞，他表示：“非常荣幸能够邀请到亚特兰蒂斯首位体验大使李现先生来到今天的活动，与我们一起分享关于亚特兰蒂斯的多样化度假体验。一直以来亚特兰蒂斯始终致力于为每一位宾客提供一站式的旅行解决方案，我们也在今天发布了全新的品牌宣言“即刻浸入，未历之境”，希望更多的宾客能够在每一次的亚特兰蒂斯度假体验中，发掘度假区全新的魅力和精彩。”

在全场的欢呼声中，三亚·亚特兰蒂斯首任体验大使李现也正式登台与大家见面，并接受了复星旅游文化集团董事长兼 CEO 钱建农颁发的亚特兰蒂斯员工牌，以及亚特兰蒂斯水世界纪念 T 恤和帽子。

作为三亚旅游 3.0 版的标杆项目，特邀李现作为三亚·亚特兰蒂斯的首任体验大使，这也是积极响应于 10 月 1 日正式启动的海南国际旅游消费年活动而推出的重要创新举措，全力助推海南旅游经济发展及海南国际旅游消费中心建设。复星旅游文化集团董事长兼 CEO 钱建农在活动现场表示“我们非常高兴可以邀请到亚特兰蒂斯的首位体验大使，知名演员李现先生来到现场。我将代表复星旅文和亚特兰蒂斯向李现先生颁发亚特兰蒂斯的员工卡，祝贺他正式成为亚特兰蒂斯的一员。复星旅游文化集团认真做产品认真做企业，已经成为全球休闲度假酒店的领导企业，赢得了广大消费者的喜欢。复星旅文用心认真打造的亚特兰蒂斯在开业后一年多的发展中创造了无数个惊喜，已经成为海南旅游业一张亮丽的名片。”据他介绍，“复星旅文致力于为全球消费者提供升级的休闲度假产品，我们将持续推动旅游产业向休闲度假旅游转型、促进中国旅游产业的转型升级，让每一位宾客都能在 FOLIDAY 场景里拥有无可比拟的一站式精彩旅行体验。”

作为亚特兰蒂斯的老朋友，李现在现场不仅与观众频繁互动，更是不遗余力的与大家分享他本人在亚特兰蒂斯的

精彩体验，希望在工作之余能够有更多时间在亚特兰蒂斯享受旅行带来的美好。在现场宾客的见证下，李现表示非常荣幸可以成为亚特兰蒂斯的一员，定将不负期待，成为一名合格的亚特兰蒂斯“体验官”，尽情探索亚特兰蒂斯的丰富度假体验和精彩礼遇，并与大家分享。在收获这样一个精彩时刻的同时，李现也不忘将这份幸运与现场宾客分享，现场李现亲手颁出了三亚·亚特兰蒂斯准备的丰厚奖品，其中一等奖的幸运儿获得了由李现亲手送出的水底套房券，将在三亚·亚特兰蒂斯体验一次剧中“现男友”的同款浪漫。

作为三亚旅游行业的领导品牌，三亚·亚特兰蒂斯一直持续升级旅行体验和服务品质，以助推建设国际旅游消费中心为指导方向。建设国际旅游消费中心，也是海南自贸区、自贸港建设的重要内容，亚特兰蒂斯将持续发挥行业引领示范作用，推动旅游产业体系向休闲度假旅游转型、促进海南产业结构转型升级，让每一位宾客都能在这里拥有无可比拟的一站式精彩旅行体验。