



HAINAN AIRLINES SPONSORS THE 2015 BOEING CLASSIC

News / Airlines, Events / Festivals



The 7-day Boeing Classic is just now underway at TPC Snoqualmie Ridge, a private golf club in Snoqualmie, Washington, 25 miles east of Seattle, at the foothills of the Cascade Range. The event runs from the 17th to the 23rd of August. The Boeing Classic is one of the professional golf tournaments on the PGA TOUR Champions Tour. Hainan Airlines, as one of the sponsors of the event, took part in the competition, showcasing to participants and guests an international brand image featuring the essence of Oriental beauty.

The Boeing Classic, now in its 11th year, is an official event on the tour. All the players are golfing legends 50 years of age and older. The event featured 76 golfers including such greats as Craig Stadler and Jeff Maggert, and has regularly attracted tens of thousands of spectators every year that the event has been held. Over the past 10 years, the competition has raised more than \$5 million in funds for multiple charities.

Hainan Airlines, as one of the sponsors, set up a booth at the visitor entrance of the event to showcase its North America and China routes and drew the attention of many spectators who participated in the onsite interactive activities. In addition, Hainan Airlines has exclusive reserved

boxes alongside the finishing hole that the airline made especially available to business partners and Fortune Wings Club members. Seating in the box comes with delicately-prepared sumptuous snacks accompanied by drinks of choice. In addition to Hainan Airlines, this year's sponsors include other renowned international airlines, among them, All Nippon Airways and Emirates Airlines.

Liang Pubin, Regional General Manager, North America, Hainan Airlines, said, "Hainan Airlines has opened seven routes linking Chinese and US destinations: Beijing to Seattle, Chicago, Boston, Toronto and San Jose as well as Shanghai to Seattle and Boston. Sponsoring the golf tournament together with Boeing is a reflection of the achievements the airline has made in North America over the past few years. We hope to serve as a window to showcase the beauty of the East to the world and to allow people around the world better understand the Asian culture."

Since 1993, Hainan Airlines has been building out an air route network covering of China and Asia and radiating out into Europe and North America. The network today includes nearly 600 domestic and international routes to and from nearly 90 cities worldwide. The airline plans to add two new routes, Beijing-Prague and Changsha-Los Angeles, in September of this year as the next step in further expanding its international reach into Europe and North America.

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