

ROSEWOOD



JP YU

MANAGING DIRECTOR, ROSEWOOD SANYA

JP Yu is the Managing Director of Rosewood Sanya, steering the strategic vision and operational excellence of the resort. With a career spanning over 15 years in international luxury hospitality, JP's journey with Rosewood Hotel Group is marked by both depth and continuity. He rejoined the group in 2021 and now leads Rosewood Sanya, having previously contributed to the brand's legacy during his tenure at Rosewood Beijing. His extensive experience includes key roles with globally acclaimed brands such as Four Seasons, Kerzner, Wynn Resorts, and Disney in the United States. Prior to joining Rosewood Sanya, JP served as Hotel Manager at Hoiana Resort & Golf in Vietnam and held leadership positions at New World Qingyuan and Atlantis Sanya. His expertise encompasses rooms division management, pre-opening operations, and multicultural team leadership. A graduate of the University of Nevada, Las Vegas, with a bachelor's degree in hospitality management, JP combines profound industry insight with a dedication to crafting exceptional guest experiences. Under his leadership, Rosewood Sanya continues to elevate its standing as a beacon of luxury and cultural authenticity in Haitang Bay.