

ROSEWOOD



JP YU

MANAGING DIRECTOR, ROSEWOOD SANYA

JP Yu is the Managing Director of Rosewood Sanya, where he leads the strategic vision and operational excellence of the resort. With over 15 years of experience in international luxury hospitality, he has cultivated a distinguished career working with world-renowned 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 key leadership roles at New World Qingyuan and Atlantis Sanya. His expertise spans 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 deep industry knowledge with a passion for delivering exceptional guest experiences. Under his guidance, Rosewood Sanya continues to strengthen its position as a leading luxury destination committed to unparalleled service and cultural authenticity.