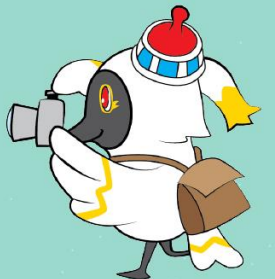


# **Tourism of Macao, China amidst the COVID-19 pandemic**

**AustCham Macau - Power Hour**

**16 Sept, 2021**

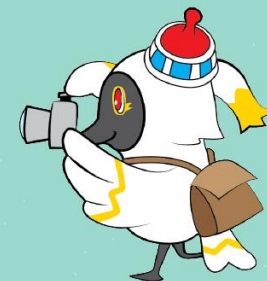




# Content

1. Tourism Situation
  2. Macao Tourism Industry Development and Strategies
  3. Tourism Recovery Measures
- 

# Tourism Situation



# Macao Update on COVID-19 Situation

- Cumulative COVID-19 cases to date: **63**
- As of 15 Sept, 2021, there has been no community transmission in Macao. The last incidence of COVID-19 cases were four imported or import related cases reported on 3 August, 2021. Since then, there have been no new cases for **42** consecutive days.
- Travel permit issuance was resumed for Zhuhai China citizens since **12 Aug, 2020** and for Guangdong China citizens since **26 Aug, 2020**
- China resumed travel permit issuance to all China citizens since **23 Sep, 2020**

(updated as of 15 Sept 2021)

# Macao Update on COVID-19 Situation

## **Travel restrictions:**

**Visitors from foreign countries:** prohibited from entering Macao (can apply for eligibilities for exemption)

### **Visitors from Mainland China, Hong Kong and Taiwan Region:**

- Prohibited from entering Macao if they have visited a foreign country **21** days prior to arriving in Macao
- If they have visited Hong Kong **14** days prior to arriving in Macao, they must hold a certificate of negative result for COVID-19 nucleic acid test performed within 24 hours and will need to go to designated places for a 14-day medical observation
- If they have visited Taiwan Region **21** days prior to arriving in Macao, they must hold a certificate of negative result for COVID-19 nucleic acid test issued within 24 hours upon boarding the plane and will need to go to designated places for a 21-day medical observation
- If they have been present in Mainland China within the past **14** days prior to arriving in Macao, and have never been to any foreign country or Taiwan Region within the past **21** days prior to arrival, they must hold a certificate of negative result for COVID-19 nucleic acid test issued within **7** days; those who have visited any of the restricted areas in some cities in Mainland China, are required by the Macao health authorities to observe certain pandemic-control measures

(updated as of 15 Sept 2021)



# VISITOR ARRIVALS (2021 Jan-Jul)



**4.72 million (+41.1%)**

**Average length of stay (day): 1.6**

**2.47 million(+57.5%)**

**Average length of stay (day): 3.0**

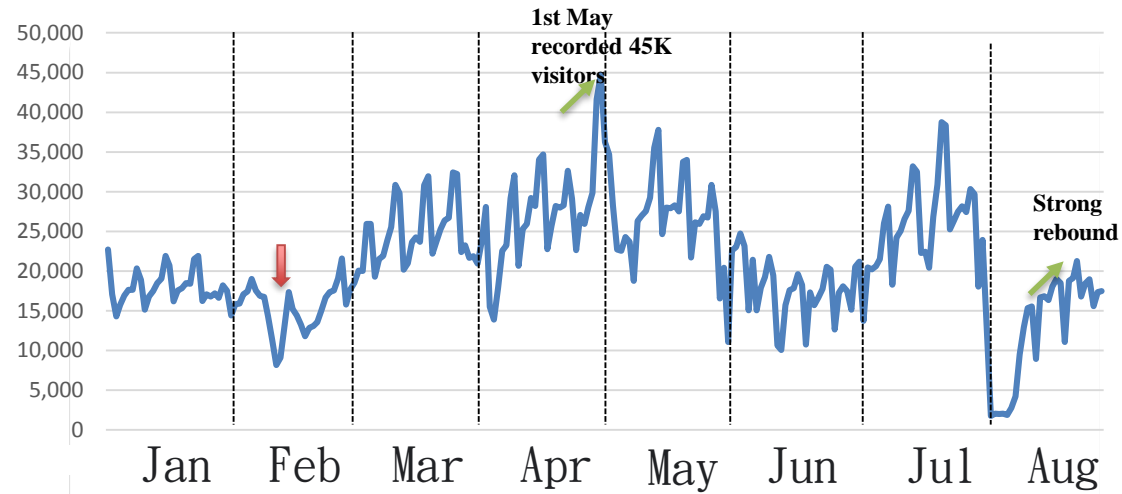
**4.07 million (+105.5%)**

**Average length of stay (night): 1.7**

Source: DSEC

\* People who stayed in hotel establishments

## Visitor Arrivals (Jan to Aug, 2021 )



- In 2021, the daily average visitor arrivals basically showed an upward trend.
- During the five-day Labor Day holiday, the total number of visitor arrivals was 167,000, with a daily average of 33,000. On 1<sup>st</sup> of May, 45,000 visitor arrivals were recorded, setting a new single-day high.
- Average daily visitor arrivals in August was 13,000.

# VISITOR ARRIVALS (Pre-pandemic and Current)

- 92.2% - Greater China Market (Mainland China, HK and Taiwan Region)
- 7.8% - International Market

- 100% - Greater China Market (Mainland China, HK and Taiwan Region)
- 0% - International Market

2019 Top Ten Source Markets	
<b>1</b> Mainland China 27,923,219 (+10.5%)	<b>6</b> Japan 295,783 (-9.2%)
<b>2</b> Hong Kong 7,354,094 (+16.2%)	<b>7</b> Malaysia 206,277 (-9.5%)
<b>3</b> Taiwan Region 1,063,355 (+0.2%)	<b>8</b> USA 199,800 (-1.0%)
<b>4</b> Republic of Korea 743,026 (-8.6%)	<b>9</b> Indonesia 169,957 (-2.2%)
<b>5</b> Philippines 423,106 (+35.6%)	<b>10</b> Thailand 151,521 (-16.5%)

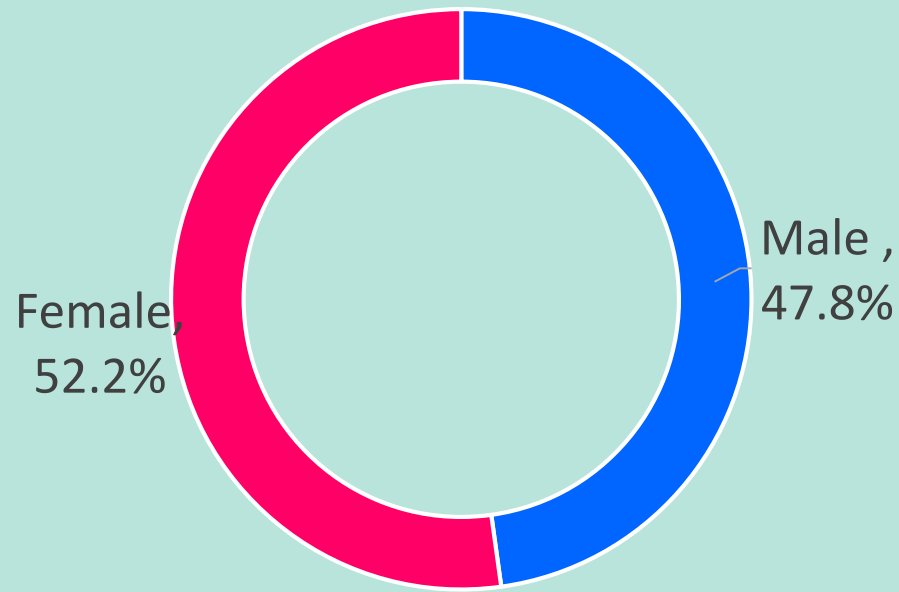
2021 (Jan – Jul) Top Ten Source Markets	
<b>1</b> Mainland China 4,287,759 (+78.2%)	<b>6</b> Australia 27 (-99.7%)
<b>2</b> Hong Kong 381,825 (-42.0%)	<b>7</b> Japan 19 (-99.9%)
<b>3</b> Taiwan Region 47,272 (-43.0%)	<b>8</b> Philippines 19 (-99.9%)
<b>4</b> USA 66 (-99.5%)	<b>9</b> France 18 (-99.2%)
<b>5</b> Canada 37 (-99.4%)	<b>10</b> UK 17 (-99.5%)

Source: DSEC



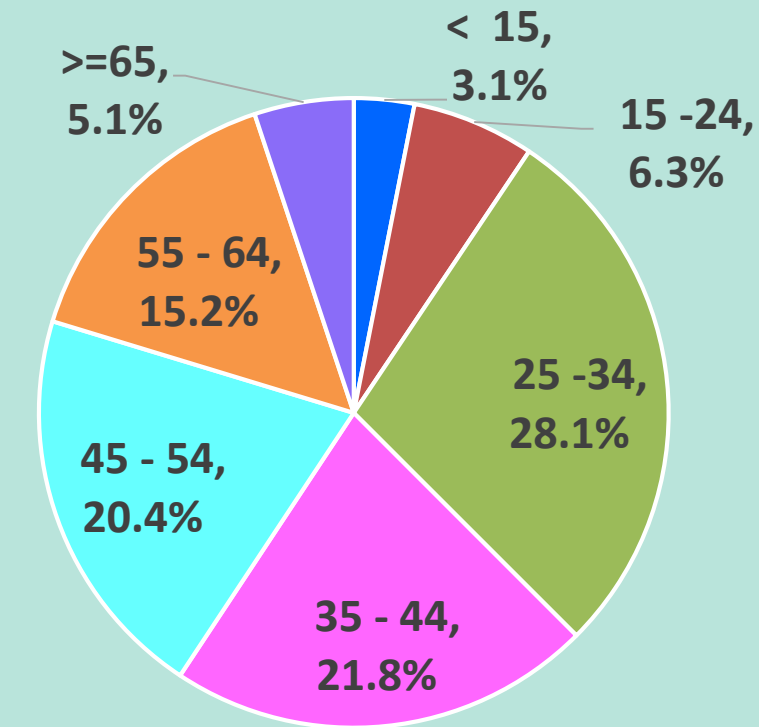
# Gender and Age Distribution of Mainland China Visitors (Jan-Jul 2021)

## Gender Distribution



■ Male ■ Female

## Age Distribution



■ < 15 ■ 15 - 24 ■ 25 - 34 ■ 35 - 44  
■ 45 - 54 ■ 55 - 64 ■ >= 65

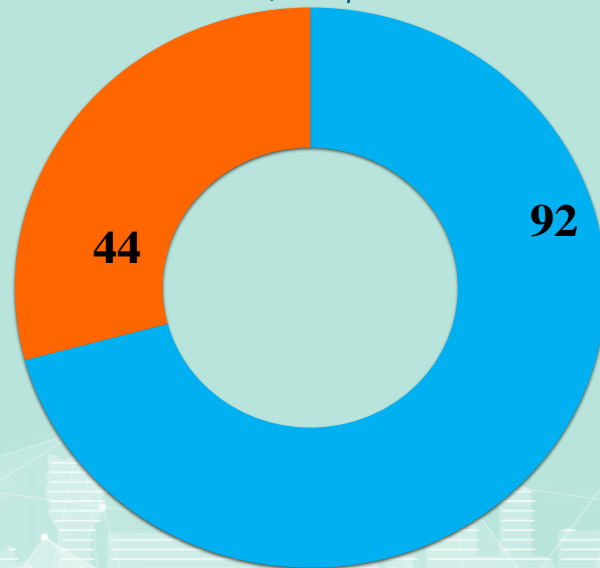
# Hotel Sector

	No. of Establishment	No. of Rooms
2021Jul	136	44,189
Difference 2020/2021	+7	+2349

By Number of Establishments

Guesthouse  
(1,221 rooms)

Hotels  
(42,968 rooms)



Category	No. of Establishment (No. of Rooms)
★ ★ ★ ★ ★ Deluxe	12 (7,690 Rooms)
★ ★ ★ ★ ★	26 (19,214 Rooms)
★ ★ ★ ★	18 (8,052 Rooms)
★ ★ ★	16 (5,745 Rooms)
★ ★ ★ ★ ★ Apartment Hotel	2 (657 Rooms)
★ ★ ★ Apartment Hotel	1 (208 Rooms)
★ ★	17 (1,402 Rooms)

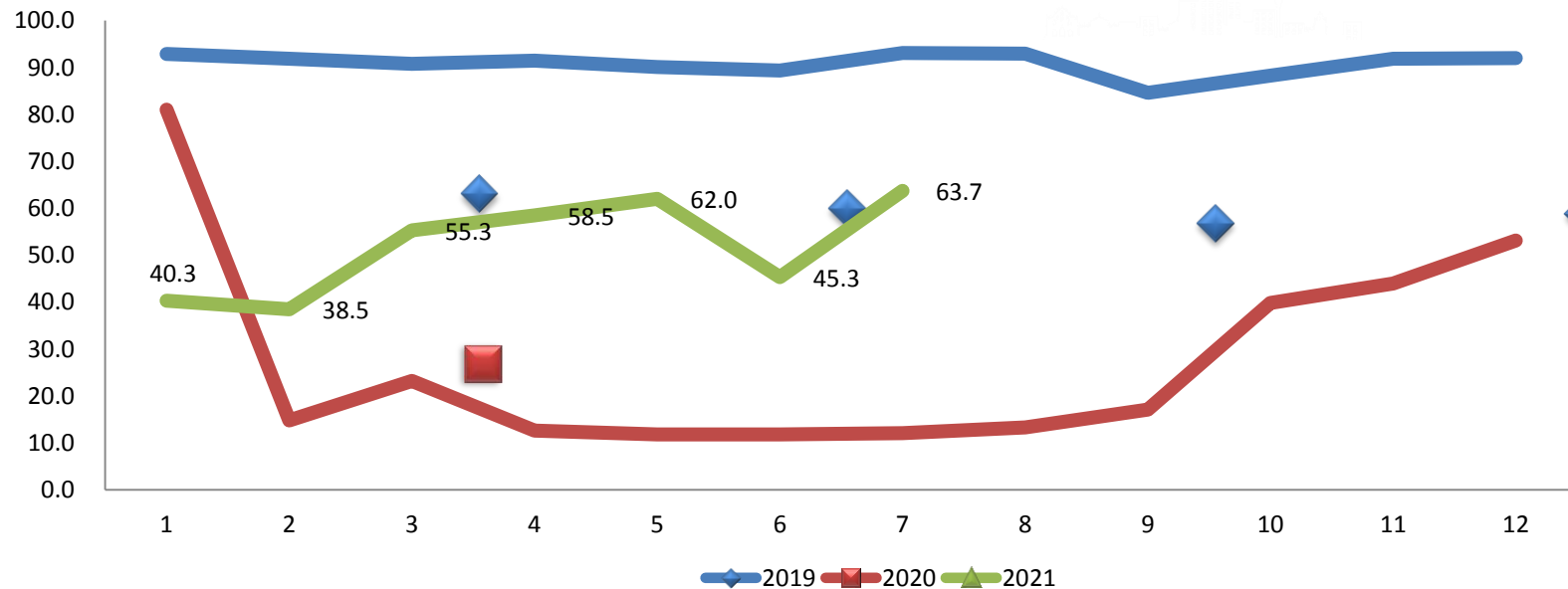
# HOTEL ESTABLISHMENTS AVERAGE OCCUPANCY RATE

Occupancy rate:

**2019: 90.8% (-0.3)**

**2020: 28.6% (-62.2)**

**2021 Jan - Jul: 52.3% (+27.3)**



# New Hotel Projects Submitted for Licensing (as of 31 July 2021)

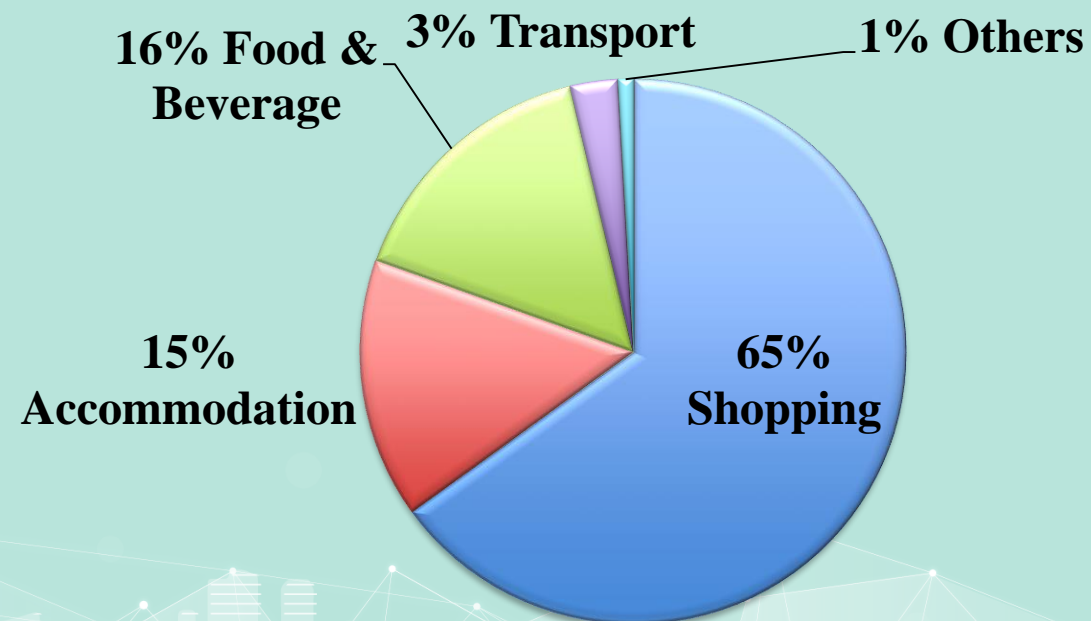
Hotel Category	No. of Establishment	No. of Rooms
5-Star Hotel	2	1,320
3-Star Hotel	2	438
2-Star Hotel	2	288
Apartment Hotel Category	No. of Establishment	No. of Rooms
3-Star Apartment Hotel	1	430
Guest House Category	No. of Establishment	No. of Rooms
2-Star Guest House	7	274

- Additional 2,750 hotels rooms in the future

# PER-CAPITA SPENDING OF VISITORS



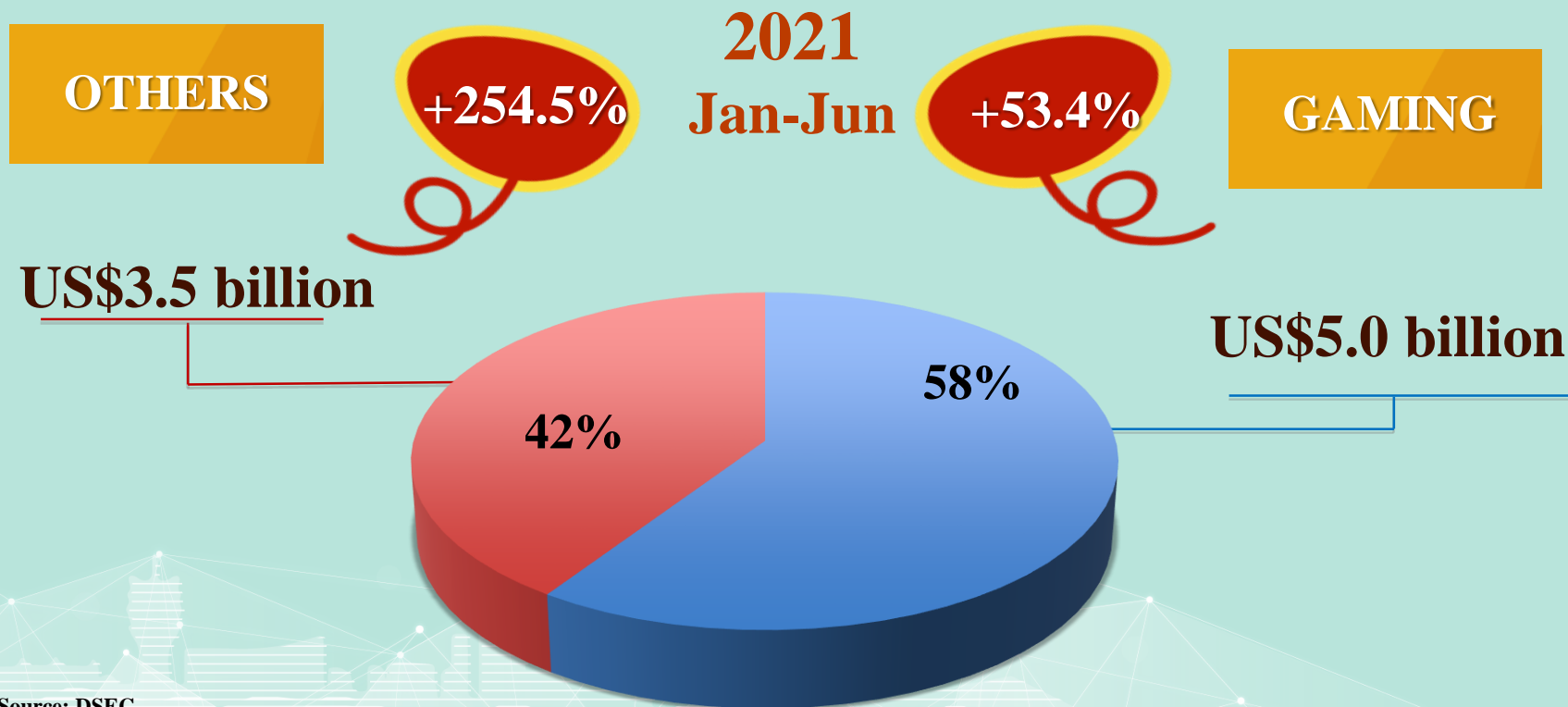
## Per-capita Spending of Visitors in 2021 Q2



Source: DSEC

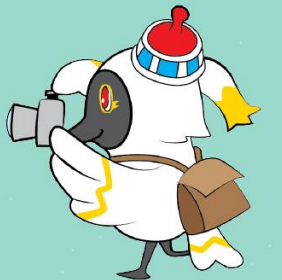
\*In view of the pandemic, Visitor Expenditure Survey was suspended in the second quarter of 2020. Hence, data in the second quarter were only compared with those in the first quarter of 2021.

# TOTAL VISITOR EXPENDITURE





# **Macao Tourism Industry Development and Strategies**



# Planning and Policy

## 1.1 Greater Bay Area Cultural and Tourism Development Plan

MGTO actively cooperates with relevant planning, grasps the new trend of cultural and tourism integration and development, jointly develops and promotes the "Multi-Destination Tourism" routes with the cities of the Greater Bay Area, and promotes marine tourism to building the Guangdong-Hong Kong-Macao Greater Bay Area into a world-class travel destination.

## 1.2 Macao Tourism Industry Development Master Plan

- "Master Plan" was announced in 2017 and proposed 91 action plans
- Year 2020 Master Plan Execution Status:
  - No. of short-term action plans implemented with relevant tasks in progress: 68
  - No. of projects which reached targeted goals: 62
  - Level of Implementation: 90%
- In response to the tourism environment changes brought by the pandemic, practice of "Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area" and transference of MGTO to Secretariat for Economy and Finance, MGTO commissioned Deloitte Advisory Services Limited to start a review study on "Macao Tourism Development Master Plan" in 2020.

## 1.3 Construction of "Creative City of Gastronomy"

- Macao will submit its first four-year work report to UNESCO and formulate future work plans

## 1.4 Master Plan of Guangdong-Macao Intensive Cooperation Zone in Hengqin

- great significance for Macao in terms of facilitating Macao's adequate economic diversification; in being helpful to Macao people working and living in Hengqin; in promoting the high-quality development of the Guangdong-Hong Kong-Macao Greater Bay Area.



# Deepen the intersectoral integration of “Tourism+”

Synergize the relationship between tourism, gaming, convention and exhibition industry and other emerging industries, promote the construction of high-quality tourism, support the industry to develop new tourism products, promote the extension of the tourism industry chain, and increase the cross-sector integration of “tourism +”, including Tourism + MICE, tourism + cultural creation, tourism + e-commerce, tourism + sports, etc., will further enhance the competitiveness of Macao's tourism industry through multiplier effects.

## “Tourism+ MICE”

- Deepen the intersectoral integration of MGTO overseas representatives and representative offices in Mainland China of IPIM, combining the functions of tourism promotion and commercial support of both parties, expanding the effectiveness of investment promotion and tourism promotion
- This year, MGTO and the IPIM have been joining hands to organize tourism and MICE promotional activities in various cities in the Guangdong-Hong Kong-Macao Greater Bay Area which includes Guangzhou, Dongguan, Zhongshan and Zhaoqing respectively to strengthen their understanding of “Tourism+ MICE” project.





# Deepen the intersectoral integration of “Tourism+”

## “Tourism+ Cultural creation”

- Encourage the transformation of creative design into tourism products, stimulate the emerging consumption and increase synergistic effects between tourism and the cultural and creative industries;
- Produce thematic short films on creative culture and distinctive shops in Macao to increase their attractiveness and popularity;
- Support activities to embellish public roads and strengthen the artistic environment, in order to disperse the flow of visitors and extend their stay in Macao.
- Sponsor organizations to organize the “Outlying Islands District Street Art Beautification Project-Taipa District” from May to July 2021.
- Local artists will beautify the 3 external walls of Cunha Street and to add cultural artistic elements to create more new attractions in the community.



# Deepen the intersectoral integration of “Tourism+”

## “Tourism + E-commerce”

- Promote with most popular e-commerce platforms for tourism and in cooperation with online travel agencies, combining with optimized strategies for the dissemination and promotion of local small and medium-sized companies in order to attract tourists and stimulate consumption;
- Encourage tourism companies to launch tourism products with different themes, organize online promotion and direct sales activities, attracting tourists to choose Macao as a tourist destination;

## Tecent WeChat Pay, Ctrip (As of Aug 29, 2021)

- Period : September 1, 2020 – December 31, 2021
- Content: Online distribution of half-price hotel coupons and cash vouchers
- No. of distributed hotel coupons: 2.50 million cashed coupons (equivalent to RMB 149.6 million), 487,271 room nights, transaction amount was RMB 357.5 million
- No. of distributed consumer vouchers: 4.66 million, cashed coupons (equivalent to RMB 48.9 million), transaction amount was RMB 1,122 million (leverage 22.91 times)



## Air Macau, Alibaba, Fliggy, Ctrip, Qunar, Tongcheng (As of Aug 29, 2021)

- Period : September 1, 2020 – December 31, 2021
- Content : To promote “2 people travel 1 person free” through Fliggy, Ctrip and other platforms. Passengers who obtain the ticket voucher can purchase Air Macau tickets to Macao, China at a specified price on a specified date.
- No. of distributed ticket vouchers : 4.98 million, Redemption: 211.2 thousand, Cashed coupons: USD 8.73million, Transaction amount: USD 18.3 million



# “Tourism + E-commerce”

## Launch of MGTO's Official Flagship Store on Ctrip App

- Launched in July 2021, it integrates and displays product links and information such as tickets for popular attractions in Macao, hotel reservations, travel guides, route customization, food recommendations, etc., providing visitors with a more diversified one stop shop.
- In the future, it will rely on the data from fans accumulated in the flagship store and the platform's big data to accurately locate more tourists willing to travel to Macao



## “Incubation Plan for Macao’s KOL in Tourism”

- Launched in July 2021, the Incubation Plan is organized by MGTO and co-organized by Macau Live Streaming Association

## The live broadcast of "Viya China Tour - Macao Station"

- Held on 21 July 2021. The 1.5 hour live broadcast attracted more than 15.80 million viewers, with a total turnover of USD 10.71 million and more than 327,000 products sold.





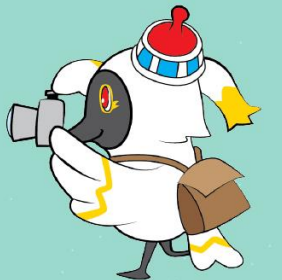
# Deepen the intersectoral integration of “Tourism+”

## “Tourism + Sports”

- Expanding the “Tourism Stimulation Program” to attract more organizations or travelers to participate and organize sports events in Macao;
- As a brand-new tourism product in Macao, fans can visit the museum from a new perspective and enhance the synergy of the “Tourism + Sports” ;
- The Macao Grand Prix Museum is officially opened on June 1, 2021
- Operating hours: 10 am to 6 pm from Monday to Sunday. Closed on Tuesdays
- The Museum now consists of four floors.
  - 2nd floor : Motorcycle Deconstructed, MotoVR Race Experience
  - 1st floor : The Early Years, Formula 3 Macau Grand Prix
  - Ground floor : The Guia Circuit, Pit Pass Registration, Gift Shop
  - Basement : Macau GT Cup and Guia Race exhibits, Screening Room, Race Day Experience
- **Online ticketing** : <https://eticket.macaotourism.gov.mo/en/>
- Since Soft Opening till 30 August, 2021, the MGP Museum welcomed 35,693 visitors



# Tourism Recovery Measures



# Revival Activities in 2020:

- Tax and Rent Exemption Benefits
- Promotional Videos Showing Macao, China is Ready
- “Macao Ready Go” e-Coupon Platform
- “Macao Ready Go!” Local Tours
- “Macao Week in Beijing” Roadshow (24-27 /9/2020)
- Work with Online Platforms in China to Promote Macao, China





# Precision Marketing and Promotion

- **Precision Marketing:** Disseminate information to target customers through precision marketing, promote unique tourism products, quality services and promotions, and promote the diversification of the source market.
- **Strengthen Macao Healthy City image:** In order to speed up the recovery of tourism industry after pandemic, MGTO actively promotes the image of Macao as a healthy destination to enhance the confidence of mainland tourists.
  - Held first mega Roadshow “Beijing-Macao Week” on Sep 26-29, 2020 after pandemics;
  - Held MICE promotional event on 4, 5, 10 March and 9 April, 2021 in Guangzhou, Dongguan, Zhongshan and Zhaoqing respectively;
  - Playing promotional videos on different media platforms “New Macao”



**MICE promotional activities**



**Beijing-Macao Week**



**Macao Week in Hangzhou**



**New Macao Promotional video**

# Tourism Recovery Measures

## Macao Week in Hangzhou

- Date: 26-29 Mar, 2021
- Four-day audience : total number of visitors to the event exceeded 700,000
- Online and offline promotion views: number of views across various promotion channels has exceeded 286 million.



## Macao Week in Jiangsu

- Date: 13-17 May, 2021
- The event attracted over 250,000 spectators on site and engaged over 72 million viewers cumulatively online.
- The hashtag “#Macao Week in Jiangsu#” has received over 28 million pageviews on Weibo.



## Macao Week in Shanghai

- Date: 3-7 Jun , 2021
- The event attracted around 300,000 spectators on site while related live streams conducted by KOLs engaged over 44.36 million counts of live view and playback in total
- The hashtag “#Macao Week in Shanghai#” received over 40 million pageviews on Weibo





# Economic recovery after the pandemic - “Scheme to expand visitor source, revive the economy and secure employment opportunities”

## “Stay, Dine and See Macao” project” (April to December of 2021)

- The Macao SAR Government will invest USD 15 million to launch the “Stay, Dine and See Macao” project”, in a bid to encourage participation in local tours that will foster consumption and support the city’s tourism industry.
- By far, 161 travel agencies, over 800 travel industry professionals, 69 hotels and guest houses, 500 tour coaches (including barrier-free tour coaches), over 523 tour coach drivers and 449 local tour guides have registered for the “Stay, Dine and See Macao” project.

### Subsidizes:

#### **Local tour**

- Every Macao resident is entitled to a maximum of USD 35 subsidy for local tour participation, as well as a USD 12.5 dining card (except helicopter ride experience and yacht check-in tour). After subsidized, the tour fee will range between USD 3.50 – 73.50 for the 19 tour itineraries, covering sightseeing, tour guide and insurance fees.

#### **Staycation**

- Every Macao resident is granted one USD 25 subsidy for hotel staycation. The cost of each hotel room can be subsidized for a maximal quota of two residents, i.e. USD 50.





# “Stay, Dine and See Macao” project” (April to December of 2021)

- In April 2021, the “Stay, Dine and See Macao” project launched six local tour itineraries for the first phase.
- In July 2021, the second phase of the project includes four of the first-phase itineraries while offering 15 new itineraries. In total, there will be 19 fascinating itineraries
- The new highlights range from offer of immersive experience through themed workshops, sport activities, water fun, patriotic itineraries, maritime tours and more. Summer holidays have always been the peak season for family outbound travel. To cater for demands to spend summer vacation in Macao during the pandemic, tour groups will set off daily for some of the itineraries, promising a wonderful summer for all.

- **Local tour:**

Number of applicants: 24,998 (15April- 6 Sept)

- **Hotel packages:**

Number of staycation: 19,740 packages (15April- 6 Sept) with 50,298 pax

- **Local Tour & Hotel Packages**

Total: 75,296 participants



\*Due to pandemic situation, the “Stay, Dine and See Macao” program is suspended from 4 August, 2021 until further notice.

# New Tourism Products

## “Macao Highlight Tours”

- The Macao Highlight Tours opens for applications from 18 May, 2021
- Operating in small-sized groups, the Macao Highlight Tours allow visitors to experience Macao's profound history, cultural landscape and “tourism+” projects, in turn stimulating the economy in local communities.
- Macao Highlight Tours feature four profound itineraries as follows:
  - ❖ “Amazing one-day tour with ‘MAK MAK’”
  - ❖ “Explore the history of Macao's handover and secrets of the Macau Grand Prix”
  - ❖ “Strolling in the Historic Centre of Macao and enjoying enchanting scenery on maritime tour”
  - ❖ “Dive into the beauty of Coloane and explore the ancient architecture of Nossa Senhora Village of Ká-Hó”
- Tailor-made itineraries
  - ❖ Also offer the popular “Private helicopter charter ride”. Interested parties can sign up for the chartered helicopter ride in private tours.
  - ❖ Visitors can opt for private tours along tailor-made itineraries.
- Started operation on 1 August 2021, MGTO has specially set up information counters at six local hotels and integrated resorts in order to attract visitors to local communities for profound travel and spending, in turn reviving Macao's tourism industry and economy.



# New Tourism Products

## “MAK MAK Light Rapid Transit Pass”

- Macao Government Tourism Office (MGTO) and Macao Light Rapid Transit Corporation, Limited jointly present the “MAK MAK Light Rapid Transit (LRT) Pass” Scheme starting from 1st August.
- Visitors arriving in Macao by Air Macau flights can obtain a special LRT Pass at the Macao International Airport by presenting their valid travel document and boarding pass.
- With the special LRT Pass, visitors can enjoy unlimited rides of the Light Rapid Transit System in Macao for three days.
- The scheme aims to offer visitors a wider convenient choice of transportation in Macao, to spur spending in local communities for further tourism and economic revival.



Special three-day MAK MAK LRT Pass

The poster features a large image of a light rail train labeled 'Ocean Cruiser' with the number '009'. The title '變變輕軌通 輕鬆遊澳門' (Change Change Light Rail Pass, Easy to Travel Macao) is prominently displayed. Below the title, the text '澳門航空 登機證禮遇' (Air Macau Boarding Pass Privilege) is shown. The poster lists the following details:

- 活動內容:** 澳門特別行政區政府旅遊局向乘搭澳門航空來澳旅客贈送輕軌特別票
- 活動日期:** 自2021年8月1日起, 送完即止
- 活動對象:** 乘搭澳門航空來澳旅客
- 換領地點:** 旅遊局轄下位於澳門國際機場入境大堂旅客詢問處 (09:00-20:00)  
澳門國際機場離境大堂澳門航空業務櫃檯 (20:00-22:00)
- 換領方法:** 出示澳門航空登機證及有效旅遊證件, 一張登機證限換領一張輕軌特別票
- 輕軌特別票:** 三日票, 三天內 (包含第一天) 無限次免費乘搭輕軌

A '換領須知' (Exchange Notice) section on the left lists seven conditions. On the right, under '換領地點' (Exchange Location), two locations are listed with corresponding photos: 1. 澳門國際機場入境大堂旅客詢問處, and 2. 澳門國際機場離境大堂澳門航空業務櫃檯. A QR code for the exchange is also provided.





澳門特別行政區政府旅遊局  
Macao Government Tourism Office



<http://www.macaotourism.gov.mo>

澳門旅遊業界網站  
Macao Tourism Industry Net



<http://industry.macaotourism.gov.mo>

澳門旅遊數據+  
Macao Tourism Data plus



<http://dataplus.macaotourism.gov.mo>

澳門旅遊新聞+  
Macao Tourism News plus



<http://newsplus.macaotourism.gov.mo>

