



**Asia-Pacific
Economic Cooperation**

2013/TWG43/006

Agenda Item: 12

Macao Tourism Updates

Purpose: Information
Submitted by: Macao, China



**43rd Tourism Working Group Meeting
Koh Samui, Thailand
14-15 August 2013**

43rd APEC TWG Meeting

Macao, China Tourism Highlights

13-16/8/2013, Thailand





1. Tourism Situation

2. Tourism Policy & Promotional Theme

3. New Development and Parts of the Existing Projects



Tourism Situation

	2012	2013 Jan - Jun	% Change (Y-o-Y)
Visitor Arrivals	28,082,292 (+0.3%)	14,142,240	+4.2%
Overnight Stay % of total VA	13,577,298 (48.4%)	6,851,690 (48.4%)	+7.3%
Average Length of Stay (day)		(Jun)	
Total Visitor	1.0	1.0	+0.0
Overnight Stay Visitor	1.9	1.8	+0.0
Hotel Overnight Guests % of total OS	9,541,397 (65.4%)	4,329,662 (Jan-May) (71.6%)	+16.9%
Per-capita Spending (US\$)*	233.0	255.8 (Q1)	

Source: DSEC

* Source: Visitor Expenditure Survey (Exclude Gaming Expenses)

Visitor arrivals by top 10 major source markets

Markets	2012	Markets	2013 Jan-Jun	% Change (Y-o-Y)
Mainland China	16,902,499	Mainland China	8,906,352	(+9.8%)
Hong Kong SAR	7,081,153	Hong Kong SAR	3,361,375	(-3.3%)
Taiwan, China	1,072,052	Taiwan, China	458,072	(-8.6%)
The Republic of Korea	444,773	The Republic of Korea	226,133	(+5.3%)
Japan	395,989	Philippines	141,878	(-4.0%)
Malaysia	301,802	Japan	138,552	(-32.8%)
Philippines	283,881	Malaysia	131,444	(-10.1%)
Thailand	231,295	Thailand	127,009	(+23.0%)
Indonesia	209,084	Indonesia	96,459	(+0.7%)
Singapore	205,692	USA	87,676	(-6.4%)

Source: DSEC

Mainland China Visitors by Principal Province and Municipality in 2013 Jan-Jun

Principal Province & Municipality	Mainland visitors	% of total Mainland visitors
Guangdong	3,956,126	44.4
Fujian	374,972	4.2
Zhejiang	301,660	3.4
Hunan	287,434	3.2
Shanghai	276,662	3.1
Beijing	178,159	2.0
Chongqing	110,688	1.2
Tianjin	60,300	0.7

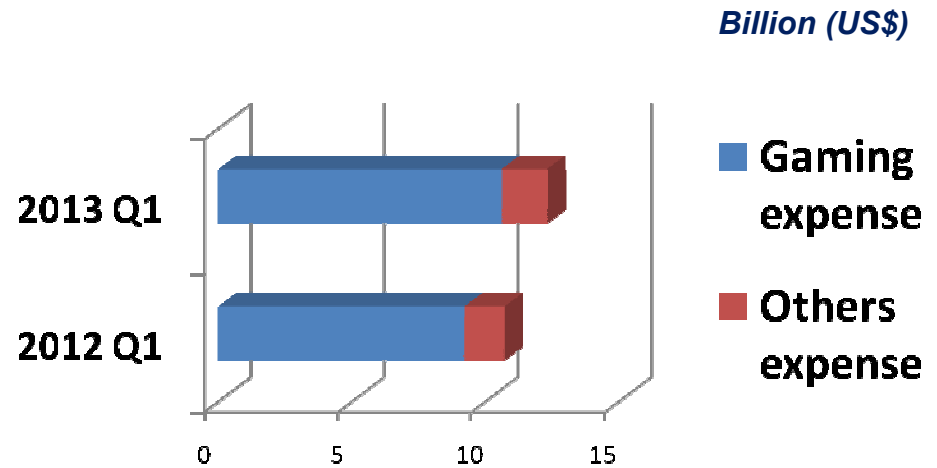
Total Visitor Expenditure :

2012

US\$43.7billion (+6.8%)

2013 1st Quarter

US\$12.2billion (+8.4%)



Gaming

8.9% ↑

US\$10.5billion



Others

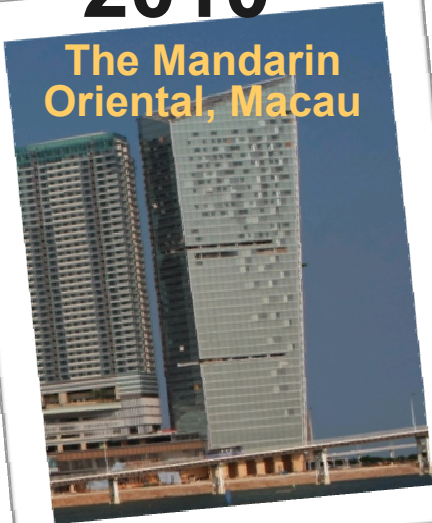
4.9% ↑

US\$1.6billion

Hotels & Resorts

2010

The Mandarin Oriental, Macau



Wynn Macau Expansion Project

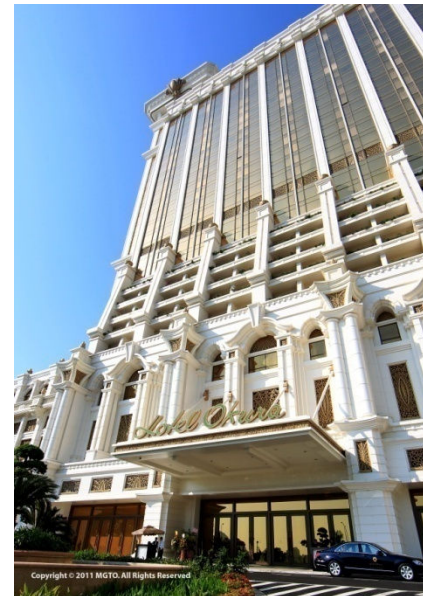


2011

Galaxy Hotel



Hotel Okura



Banyan Tree Macau





2012

Sands Cotai Central

- **CONRAD MACAU**
- **HOLIDAY INN MACAU**
- **SHERATON MACAO HOTEL**



Hotel Sector



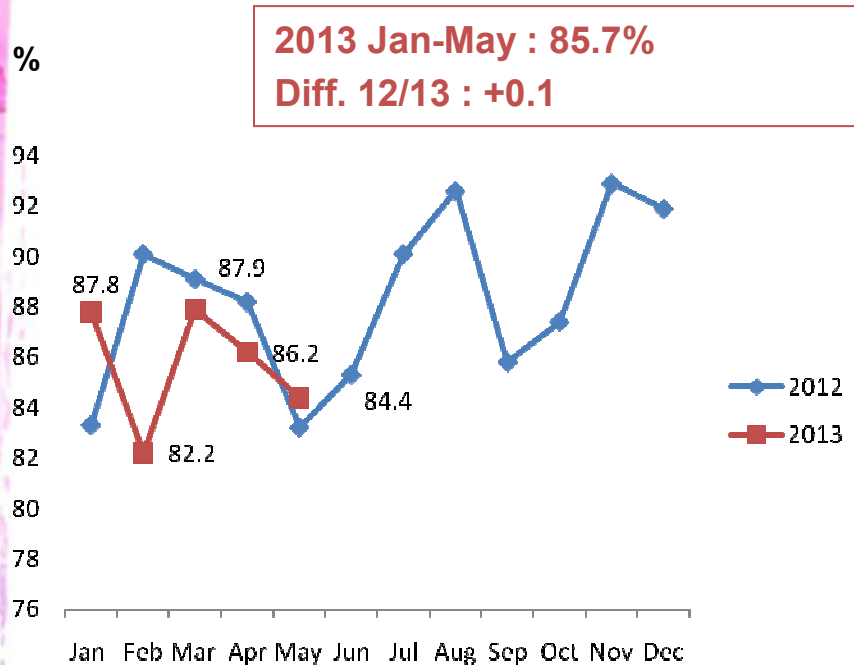
Category	hotels	rooms
★ ★ ★ ★ ★ deluxe	8	3,678
★ ★ ★ ★ ★	20	15,290
★ ★ ★ ★	14	5,717
★ ★ ★	14	2,620
★ ★	13	841
Subtotal	69	28,146

Category	Guest house	rooms
★ ★ ★	4	120
★ ★	29	519
Subtotal	33	639

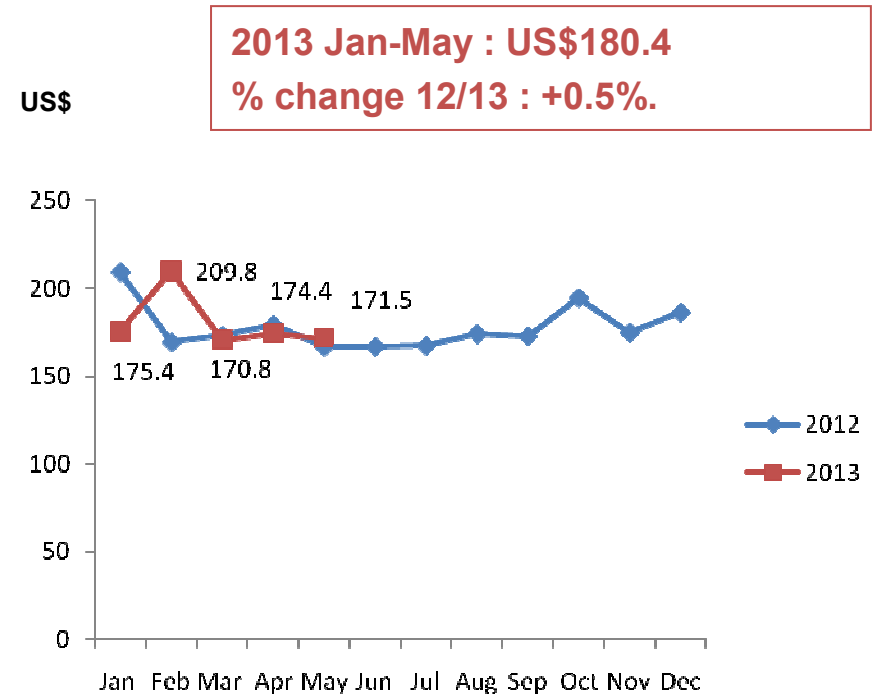
Total		
2012 Jun	101	25,108
2013 Jun	102	28,785
% change 12/13	1.0%	14.6%

Source; Macau Government Tourist Office

3 to 5-stars Hotel Average Occupancy Rate



3 to 5-stars Hotel Average Room Rate



Source: Macau Hotel Association

**Average Length of Stay
Of Hotel Overnight Guests (night)**

2012 :	2013 Jan-May :	Diff. 12/13:
1.40	1.4	-0.1

資料來源: 統計暨普查局 Source: DSEC



International Ranking

2012 International Tourist Arrivals

Ranks the 20th position in the World and ranks the 5th position in Asia and the Pacific region.

2012 International Tourism Receipt

Ranks the 5th position in the World and ranks the 2nd position in Asia and the Pacific Region.

Source: UNWTO Tourism Highlights, 2013 Edition

* According to UNWTO Tourism Highlights, International Tourist Arrivals is defined as those at frontiers (excluding same-day visitors).



***Tourism Policy &
Promotional Theme***



Tourism Policy 2013

Goals and Objectives

For year 2013, in line with Macau's strategic positioning to become the "world center of tourism and leisure", the tourism sector will facilitate the development of tourism policy and measures in a timely manner, including: the promotion of quality tourism, optimize industry management; development of cultural tourism, promote tourism elements with local characteristics, diversification of tourism products and source markets, as well as explore potential markets on top of consolidating existing markets.

Promotional Slogan

全新推廣口號
Promotional Slogan

感受澳門

動容時刻

TOUCHING MOMENTS
EXPERIENCE **MACAU**

Promotional slogan

「感受澳門 動容時刻」

Touching Moments Experience Macau

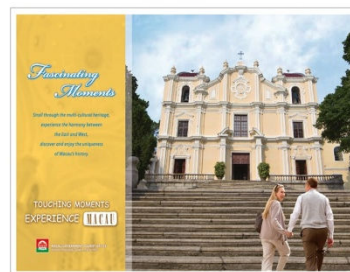
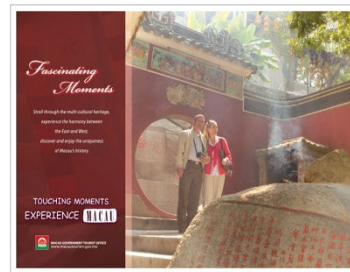
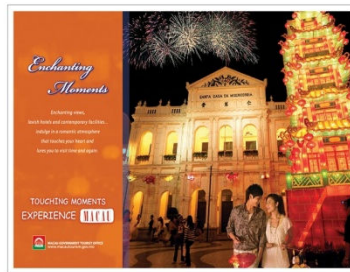
Promotional Theme

Enchanting Moments

Fascinating Moments

Surprising Moments

Tasteful Moments





New Development and Parts of the Existing Projects

Infrastructure

Conceptual Plan of Border Gate and Surrounding Area

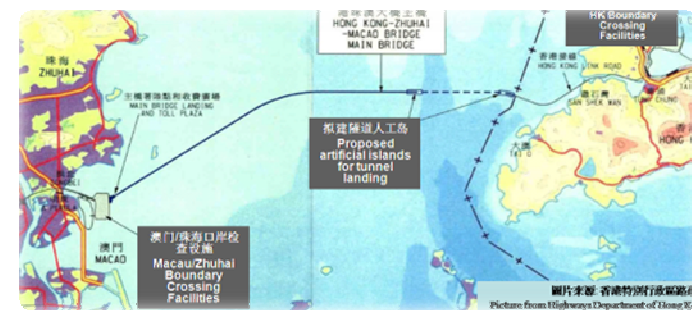
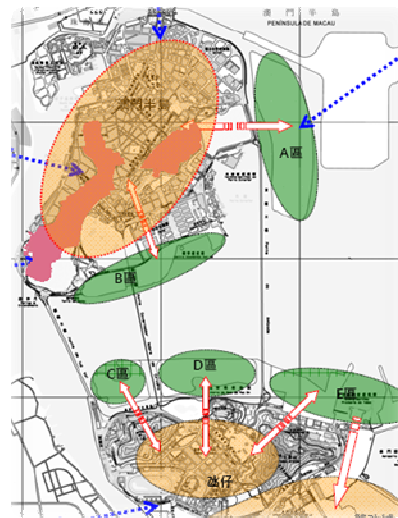
New Taipa Ferry Terminal

Master Plan for Macau International Airport

Macau Light Rapid Transit (LRT) System

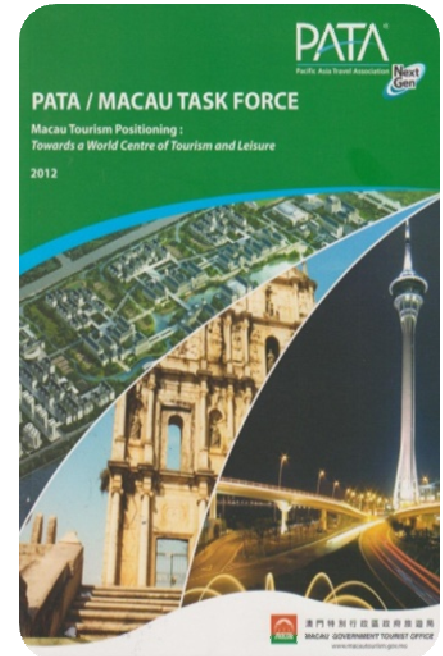
Hong Kong-Zhuhai-Macau Bridge

Planning of New Reclamation Area



Tourism Related Projects

- Continue the Follow Up Work for the Positioning of a World Centre of Tourism and Leisure
- Optimization of Tourism Environment
- Support for the Development of Budget Hotels



Tourism Related Projects

Innovative Tourism Promotion



Smart Phone Applications

Experience Macau 感受澳門

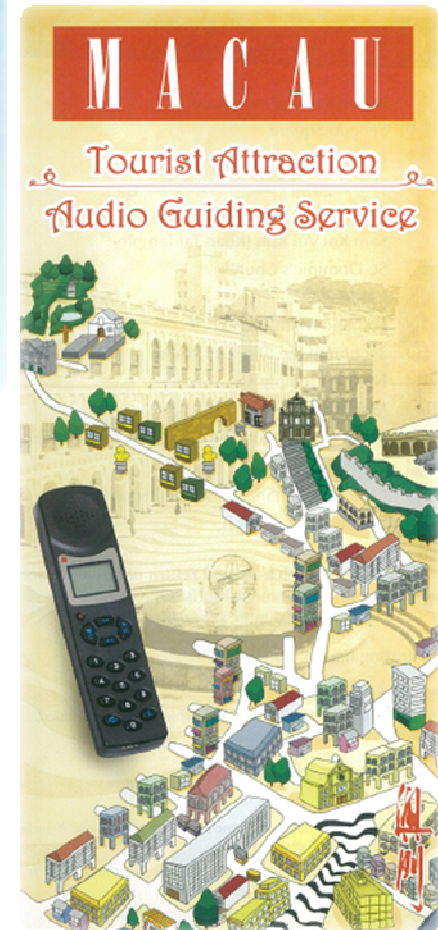
By Macau Government Tourist Office

Open iTunes to buy and download apps.

MGTO Website



Free-Audio Guiding Service



Tourism Related Projects

- **Development Plan for Cultural Tourism**



Macau Temples and Churches Project



Wedding Incentive Scheme



Student Excursion Incentive Scheme



Pedicabs



Fishing Boat Tour



Weekend Cultural Performance



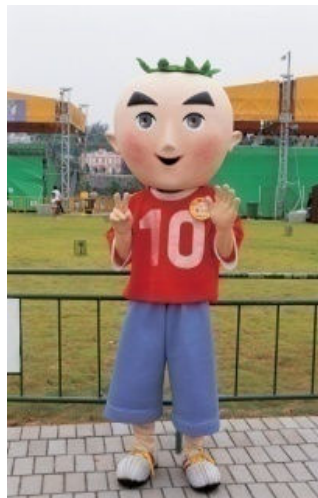
Carnival Activities of Portuguese-speaking countries, etc

Tourism Related Projects

- Community Tourism



- Tourism Awareness Campaign



Macau Government Tourist Office

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

Macau Tourism Industry Net

<http://www.macautourism.gov.mo/industry>



澳門特別行政區政府旅遊局
DIRECÇÃO DOS SERVIÇOS DE TURISMO
MACAU GOVERNMENT TOURIST OFFICE