Macao Tourism Industry Development Master Plan

Purpose: Information
Submitted by: Macao, China
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After two years of studies and formulation work of the Macao Tourism Industry Development Master Plan (referred to as the “Master Plan”), the Macao Government Tourism Office (MGTO) delivered the final version of the Master Plan on 28th September 2017, bringing forth a blueprint for the development of Macao tourism industry in the next 15 years and a relevant guideline for future actions.
The Master Plan aims to steer the progress of Macao tourism industry towards a parallel direction with the development policies of the Country and the Macao Special Administrative Region Government at all levels. Following the release of the Master Plan, a cross-departmental Master Plan Steering Group will be established and led by the Secretary for Social Affairs and Culture.
The Country’s Belt and Road Initiative and the Macao SAR Government’s vision to build Macao into a World Centre of Tourism and Leisure have opened up a new horizon of possibilities for Macao tourism industry on its road towards advancement. In 2015, MGTO began studying and formulating the Master Plan to devise systematic plans on building and managing the tourism economy.

Guided by the goals in the Five-Year Development Plan (2016-2020) of the Macao Special Administrative Region, the Office has laid a blueprint to guide the future development of Macao tourism industry in the next 15 years in tandem with the city’s commitment to become a World Centre of Tourism and Leisure.
In the formulation process, MGTO has conducted a range of studies in different forms such as international forums, questionnaire surveys, site visits, interviews and benchmark analyses, to explore and analyze the current situation, strengths, challenges and potentials of Macao tourism industry in depth, whereby to develop a feasible proposal and plan with concrete details.
Furthermore, MGTO rolled out a two-month public consultation for the Master Plan from 23 May to 22 July 2016 to solicit a wide spectrum of opinions from the local community, the travel trade and nongovernmental organizations via different channels, with the aim to produce a Master Plan that would resonate profoundly with the demand of the local tourism industry along its development course. Following the consultation, MGTO announced and published a compilation report of public opinions on the "Macao Tourism Industry Development Master Plan" this January.
After two years of efforts, MGTO has completed the final Master Plan in 2017, distilling the collective wisdom of tourism experts, the governmental entities concerned, industry operators and professional organizations as well as different circles of the society.

The Master Plan proposes
• 8 key objectives,
• 33 strategies and
• 91 action plans for short-, medium- and long-term implementation, encompassing an inclusive blueprint for tourism industry development at all levels and a relevant guide for future actions.
Following the release of the Master Plan, a cross-departmental Master Plan Steering Group will be established and led by the Secretary for Social Affairs and Culture, who will lead collaboration across departments and oversee the implementation progress of the action plans, such that various relevant departments of the Macao SAR Government can progressively forge ahead with related tasks and projects according to the goals and action plans set by the Master Plan, in strenuous pursuit of diversified and sustainable tourism development in Macao.
In consideration of the ever-changing surroundings and the latest tourism prospect, MGTO will re-evaluate the Master Plan to keep pace with the progress of Macao’s transformation into a World Centre of Tourism and Leisure.
The Comprehensive Report and Summary Report (Chinese, Portuguese and English versions) of the Macao Tourism Industry Development Master Plan are available for download from the following link:

Thank you!