

## Tourism

The tourism industry is the mainstay of Macao's economy. To facilitate diversified development and integrate various elements into tourism, the MSAR Government works towards the major objective of turning Macao into a premium tourist destination and Asia's unique leisure, entertainment, exhibition and convention hub in a sustainable and healthy manner.

Macao's tourist arrivals in the first six months of 2014 exceeded 15,283,847, an increase of eight percent over the previous year. The number of same-day visitors arrivals was 53.6 percent or 8,196,921, with an average stay of 1.0 day.

According to statistics provided by the Gaming Inspection and Coordination Bureau (DICJ), the gross gaming revenue during 2013 was 360.749 billion patacas (US\$46.25 billion), ranking No. 1 in the world. The sector contributed 134.38 billion patacas (US\$17.228 billion) in direct tax.

According to statistics provided by the Gaming Inspection and Coordination Bureau (DICJ), the gaming industry's gross income for the first six months of 2014 was 250.377 billion patacas (US\$32.1 billion), with gaming tax revenues totalling 75.353 billion patacas (US\$10.045 billion).

Macao's tourism infrastructure has seen continuous improvement. A series of marketing and promotional campaigns that caters to both the mainland and overseas markets has been launched, in a bid to attract more mainland visitors and develop the international market. These efforts are beginning to pay off, greatly enhancing the diversified development of the local tourism industry

Before the Handover, the number of tourist arrivals was 7.4 million. In 2013, the number of visitor arrivals rose to 29,324,822, an increase of 4.4 percent over 2012. Macao's tourist industry maintained stable growth in 2013. Due to uncertainties in the global economy, some of Macao's main tourist source markets recorded a slight drop in numbers but the performance of emerging markets remained satisfactory.

Top 10 sources for Macao's tourism industry in 2013:

Country/Territories	Visitor Arrivals	Ratio
The mainland	18,632,207	63.5%
Hong Kong	6,766,044	23.1%
Taiwan	1,001,189	3.4%
South Korea	474,269	1.6%
Malaysia	291,136	1.0%
Japan	290,622	1.0%
The Philippines	274,103	0.9%
Thailand	238,635	0.8%
Indonesia	208,481	0.7%
Singapore	189,751	0.6%

Greater China (mainland China, Hong Kong and Taiwan) comprised 90.0 percent of

the total market, and the international market comprised 10.0 percent. Mainland China continued to be the largest market for visitors to Macao. There was a 10.2 percent increase of visitors from Mainland China over the 2012 figure. They accounted for 63.5 percent of the total number of visitors, among which 8,059,627 visitors (43.3 percent) travelled to Macao on an individual basis under the facilitated individual travel (FIT) scheme. Hong Kong and Taiwan were the second and third largest source of tourists, however, there was a decrease of 4.4 percent and 6.6 percent, respectively, over 2012.

There was a large drop in the number of Japanese tourists, which became the sixth biggest source, with a decrease of 26.6 percent over the 2012 figure to 290,622.

Despite the sluggish global economy, Macao tourism sustained its steady progress. Certain individual markets with great potential recorded considerable growth, especially Vietnam (17,105 tourists, a 23.3 percent increase), Russia (30,528 tourists, a 13.7 percent increase) and Portugal (16,034 tourists, a 10.6 percent increase).

## Hotels and Travel Agencies

According to statistics of the Macao Government Tourist Office (MGTO), at the end of 2013, Macao had a total of 69 star-rated hotels and 33 guesthouses.

Hotel Rating	No. of Hotels	No. of Rooms
5-star luxury	8	3,678
5-star	20	15,269
4-star	14	5,717
3-star	14	2,636
2-star	13	841
<b>Total</b>	<b>69</b>	<b>28,161</b>
Guesthouses	33	639
<b>Total</b>		<b>28,800</b>

*\*Average room rate of 3- to 5-star hotel was 1,476.10 patacas (+4.1%)*

The total number of guests who occupied hotel rooms in Macao during 2013 was 10,670,599, A 11.8 percent increase over the 2012 figure. The average year-round hotel occupancy rate fell from 83.6 percent in 2012 to 83.1 percent in 2013. The average length of stay was 1.4 nights, the same as the 2012 figure..

At the end of 2013, there were 181 licensed travel agencies in Macao; an increase of 12 or 7.1 percent over the 2012 figure. A total of 1,784 people held tourist guide licences issued by the MGTO; an increase of 141 or 8.6 percent over 2012. The language abilities of these tourist guides span Cantonese, Putonghua, English, Portugues, German, Japanese, Korean, Thai, French, Spanish, Russian, Indonesian, Hokkien and Chaozhouese.

In 2013, 9,775,798 tourists visited Macao on package tours, representing an increase of 14.4 percent over 2012. Most package tourists (7,458,472) came from mainland China, 14.4 percent more than in 2012. The second and third-largest sources of

package tourists were Taiwan and Hong Kong, with 665,638 and 429,007, respectively.

In 2013, a total of 549,488 Macao residents joined outbound group tours. Of these, 404,538 (73.6 percent) headed for mainland China. Taiwan and Korea were the second and third most-popular tourism destinations for Macao residents, with Taiwan attracting 31,870 visitors or 5.8 percent of the total, and Korea attracting 28,292 visitors or 5.2 percent of the total. A total of 896,726 residents used travel agent services without joining package tours, which is 4.1 percent more than in 2012.

## **Tourism Resources**

Boasting a brilliant and fascinating history encompassing 400 years of cultural exchange between China and the West, Macao has a unique appeal to tourists. Its scenery is embellished with tourist treasures of all types, including picturesque dwellings constructed in traditional styles and ancient temples built during the Ming and Qing dynasties, buildings with Southern European architectural features, baroque-style churches and impressive contemporary structures.

Some of Macao's best known tourist attractions that are steeped in history include: the Ruins of St Paul's Church; the Chapel of Our Lady of Guia; St Anthony's Church; St Augustine's Church; St Dominic's Church; St Lawrence's Church; St Lazarus's Church; the Cathedral; Mount Fortress; Mong Ha Fortress; St Francis Fortress; Guia Fortress; Barra Fortress; the A-Ma Temple; Pou Chai Buddhist Monastery and Temple; Lin Fong Temple; Na Tcha Temple; Hong Kung Temple; Tam Kung Temple; Yeok San Buddhist Monastery; Chu Lam Chi Buddhist Monastery; Sam Po Temple; Po Tai Buddhist Monastery; Lin Kai Temple; Pak Tai Temple; and Tin Hau Temple.

Other unique tourist attractions in Macao include: the Museum of Macau which is adjacent to Mount Fortress and features exhibits on Macao's history; the Grand Prix Museum; Wine Museum; Maritime Museum; the Macao Museum of Art; the waterfront Kun Iam Statue; the A-Ma Statue which is made of white marble and sits on the highest point of Coloane island; and the cybernetic fountain at Nam Van Lake. Visitors are able to see different aspects of Macao in these attractions.

In July 2005 the Historic Centre of Macao was inscribed on the UNESCO World Heritage List with the support of the central government. The Historic Centre of Macao has long been an invaluable asset to the local tourism industry and since its inscription on the World Heritage List, the Government has actively used it as a major selling point in its global marketing efforts to spur diversified development of the tourism industry.

## **Cuisines and Events**

Macao's unique mix of cultures and customs is reflected in the form of culinary fusion. Macanese food, which is a fusion of Portuguese, African, Southeast Asian and Chinese cooking, has begun to gain international recognition after being enjoyed by locals for decades. Other international cuisines are also available in Macao.

Every year Macao stages various international events to raise its international profile

and increase its appeal to different tourists around the world. These include the Macao Grand Prix, the Macao International Marathon, the World Women's Volleyball Grand Prix, the International Fireworks Display Contest, the International Music Festival, the Macao Arts Festival and the Food Festival. In addition, the inauguration of major entertainment facilities, theme hotels, convention venues, world class stadiums and other infrastructures has enriched Macao's tourism resources and brought more music concerts, art shows, sports events as well as international meetings and exhibitions to Macao, turning a new page in the local tourism industry.

***For More Information :***

*Macau Government Tourist Office (<http://www.macautourism.gov.mo>)*

*Statistics and Census Service (<http://www.dsec.gov.mo>)*

*Cultural Affairs Bureau (<http://www.icm.gov.mo>)*

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