

## Tourism

Tourism is the backbone of Macao's economy. With the long-term goal of building Macao as a world tourism and leisure centre, the government department responsible for tourism development - the Macao Government Tourist Office (MGTO) - started adjusting tourism policies and measures in accordance with Macao's new positioning, and promoted sustainable and healthy development of the tourism industry in areas including marketing and promotion, tourism planning, products and events, tourism industry management, and training and quality control.

According to data provided by the Statistics and Census Service,, the total number of tourists visiting Macao in 2023 was 28,213,003 – representing an increase of 394.9 percent from the 2022 figure. The number of overnight visitors during the year totalled 14,227,229, representing an increase of 472.7 percent, and accounting for 50.4 percent of visitors to Macao. The average length of stay of overnight visitors was 2.3 days while the overall figure was 1.3 days.

In 2023, mainland China continued to be the largest market for visitors to Macao with 19,049,147 arrivals, accounting for 67.5 percent of the total number of visitors. Among the mainland China visitors, 10,634,155 (accounting for 55.8 percent of visitors from mainland China to Macao) travelled to Macao under the Facilitated Individual Travel (FIT) scheme. Hong Kong and Taiwan were the second and third largest markets for visitors to Macao, respectively; compared with 2022, the numbers of visitors from Hong Kong increased by 1,301.5 percent to 7,195,801, and those from Taiwan increased by 655.5 percent to 508,489.

## Hotels and Travel Agencies

According to Macao Government Tourism Office (MGTO) statistics, at the end of 2023, Macao had a total of 149 hotel premises, of which 104 were hotels and apartment hotels, accounting for 69.8 percent of the total hotel premises, while 45 were budget accommodations, accounting for 30.2 percent of the total hotel premises. There were 48,405 hotel rooms in Macao

Star Rating	Number of Hotels	Number of Rooms
Hotels and Apartment Hotels	104	47,230
Five-star Luxury Hotels	12	7,689
Five-star Hotels	28	21,095
Four-star Hotels	18	8,930
Four-star Apartment Hotels	2	657
Three-star Hotels	17	6,223
Three-star Apartment Hotels	2	638

Two-star Hotels	25	1,998
Budget Accommodations	45	1,175

*\*The average room rate of three- to five-star member hotels was 1341 patacas in 2023, 79.8 percent higher than in 2022, according to the Macau Hotel Association.*

The total number of guests who stayed in hotels in Macao during 2023 was 13,572,800, representing an increase of 165.4 percent from the figure in 2022. The average year-round occupancy rate of hotels increased by 43.1 percentage points to 81.5 percent. The average length of stay was 1.7 nights, down by 0.1 night compared with 2022.

At the end of 2023, there were 190 licensed travel agencies in Macao, two more than the total of 188 in 2022. A total of 1,761 people held tourist guide licences issued by the MGTO, 25 (1.4 percent) more than in 2022. The language abilities of these tourist guides spanned Cantonese, Putonghua, English, Portuguese, Indonesian, German, Japanese, Korean, Thai, French, Russian, Malay, Hokkien and Chaozhouese.

In 2023, a total of 418,500 Macao residents engaged with travel agent services to travel abroad, 796.3 percent more than in 2022.

In the first six months of 2024, Macao saw a total of 16,719,983 visitor arrivals, a year-on-year rise of 43.6 percent, which was 82.4 percent of the figure in the same period of 2019.

## **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.

In June 2024, the Macao Special Administrative Region has been awarded the title of Culture City of East Asia 2025, adding one more "golden calling card" to Macao's drive as an international metropolis. Macao will continue to make use of its unique blend of Chinese culture and Western culture, along with its extensive international contacts, to deepen further cultural and tourism exchanges in East Asia, with an aim to share the story of China with the world.

## **Cuisines and Events**

Macao's unique mix of cultures and customs is reflected in the form of culinary fusion. In November 2017, Macao was awarded the title of UNESCO Creative City of Gastronomy under the Creative Cities Network. 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 FIVB Volleyball Women's Nations League, 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.