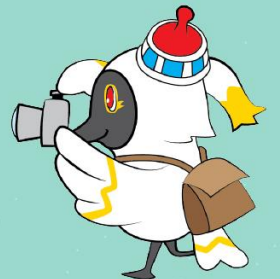


17th UTM – UN TOURISM TRAINING PROGRAMME LEVERAGING MEETINGS AND EVENTS FOR LOCAL DEVELOPMENT

Destination Branding – Building Identity through Events

Maria Helena de Senna Fernandes, Director
Macao Government Tourism Office

22 Oct, 2025



INDEX:

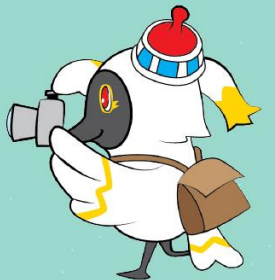
Macao Tourism Situation Update

Macao Tourism Policy

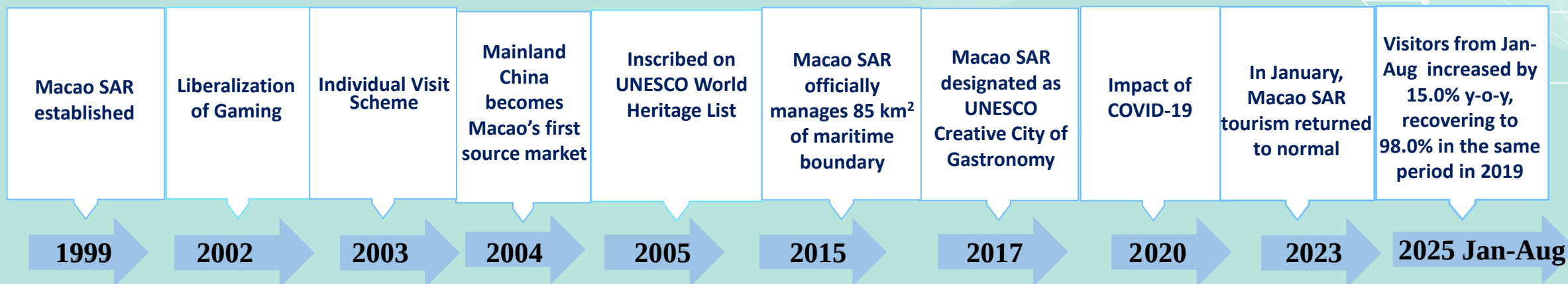
How Events Build Destination Identity



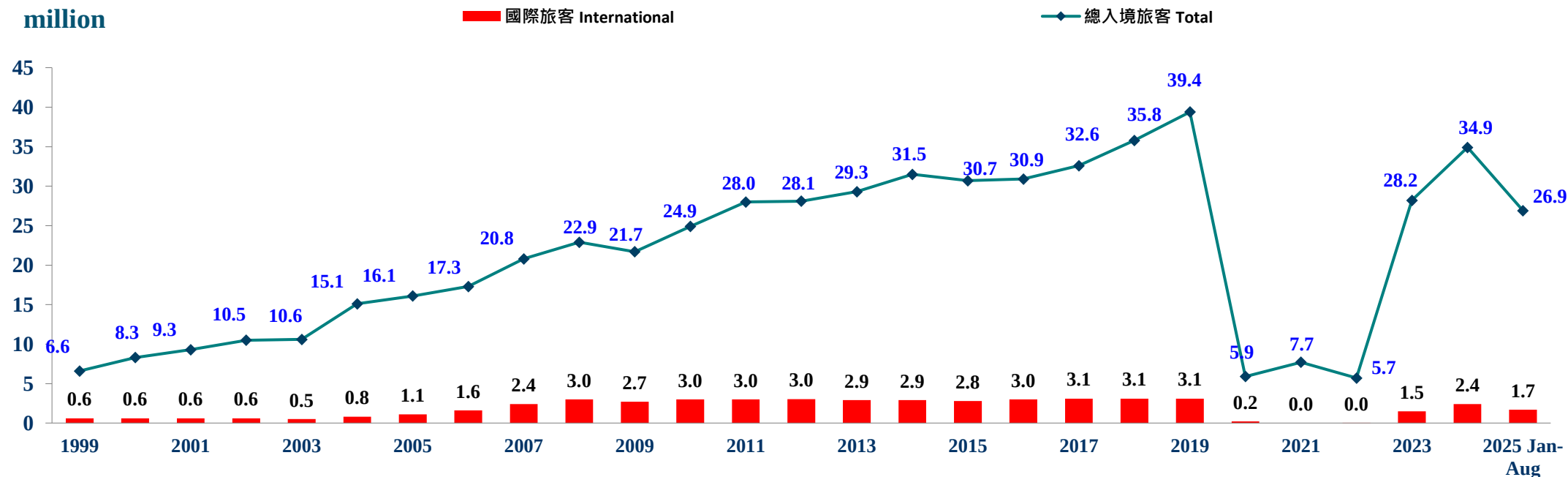
Scene Setting: Macao Tourism Situation Update



Arrivals of Total Visitors & International Visitors 1999-2025 Jan- Aug



million



Source: DSEC

*International Visitors exclude the Greater China

2019

2024

2025 Jan-Aug

TOTAL VISITOR ARRIVALS

39.41 million

34.93 million

26.90 million

Recovery Rate compared with same period of 2019

89%

95.0%

Average length of stay (day)

1.2

1.2

1.1

OVERNIGHT STAY VISITORS

18.63 million

16.04 million

11.18 million

Recovery Rate compared with same period of 2019

86%

86.7%

Average length of stay (day)

2.2

2.3

2.3

HOTEL OVERNIGHT GUESTS*

14.10 million

14.43 million

9.79 million

Recovery Rate compared with same period of 2019

103%

92.9%

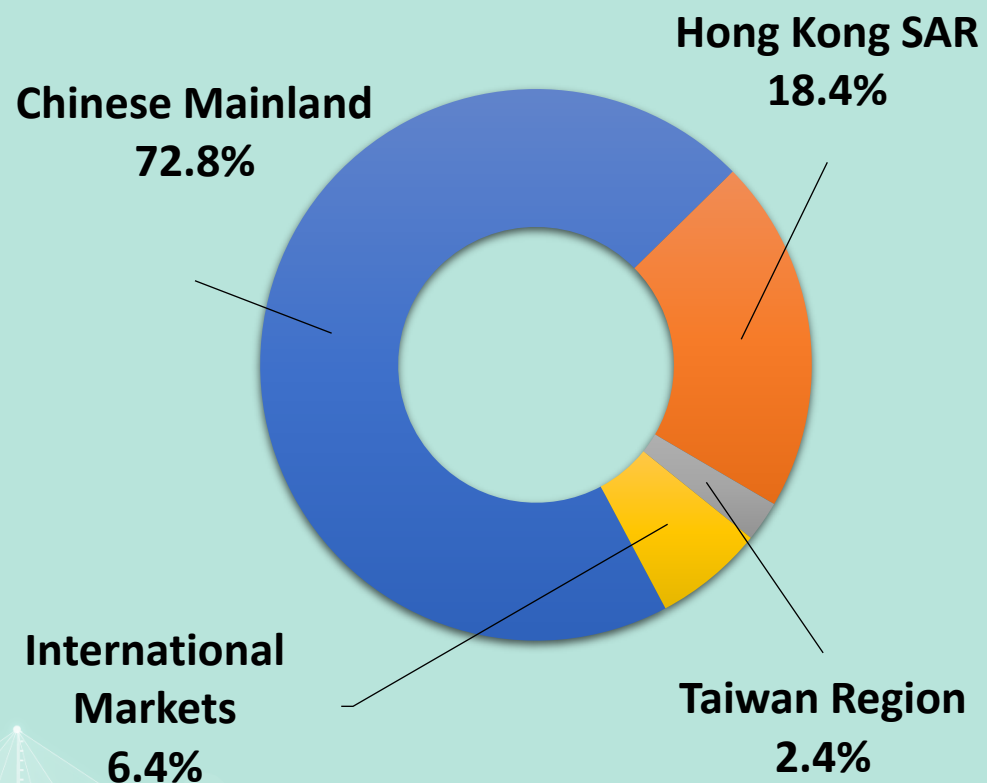
Average length of stay (night)

1.5

1.7

1.7

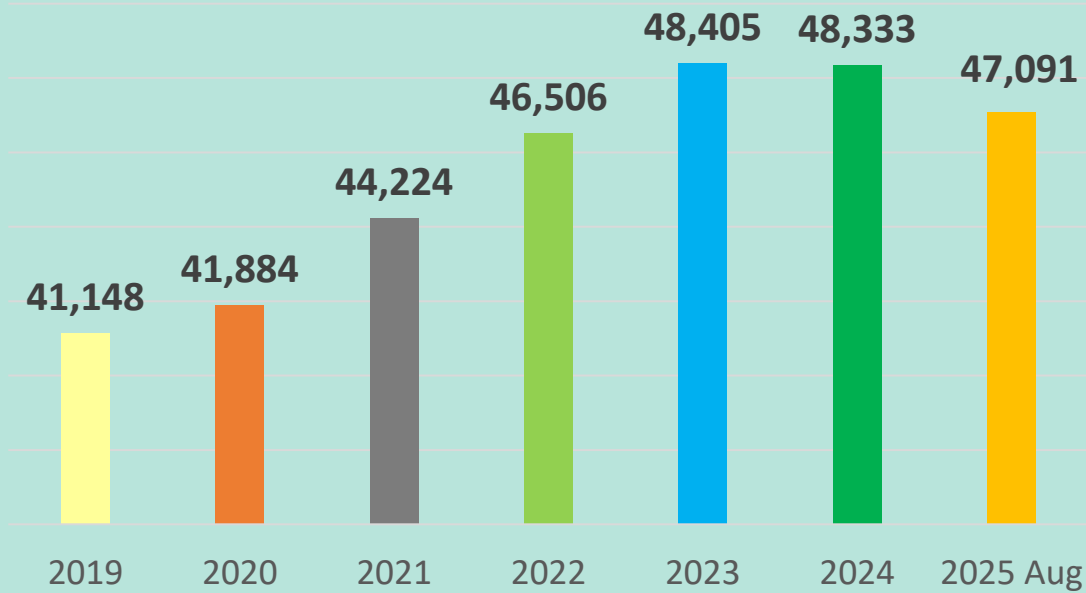
VISITOR ARRIVALS 2025 Jan- Aug



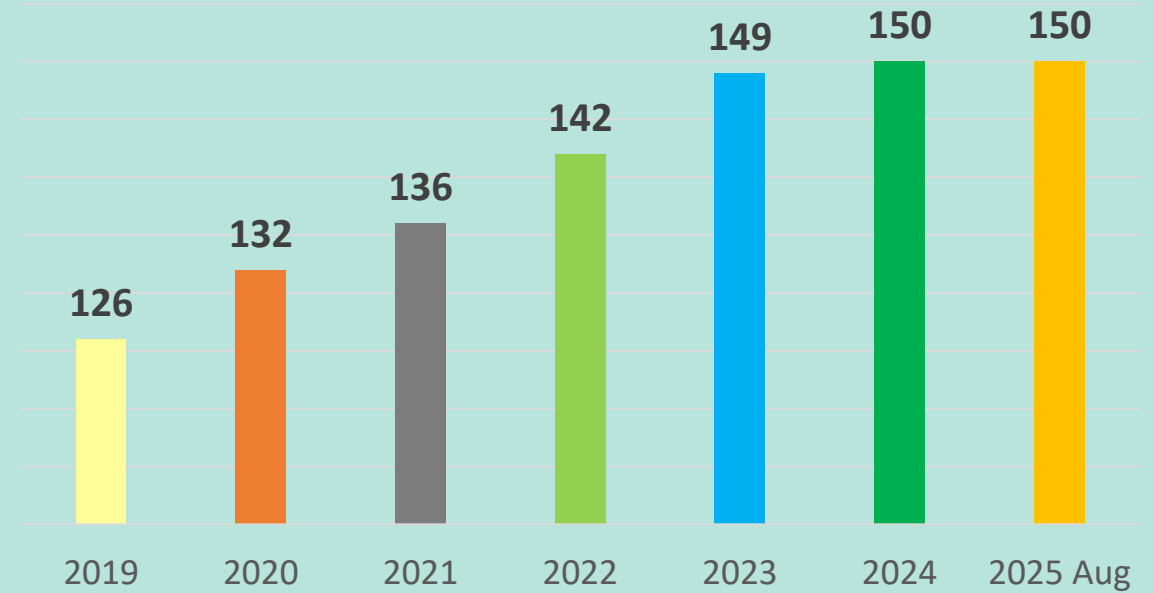
	Top Ten Source Markets	2025 Jan-Aug	% Change	Recovery Rate compared with 2019
1	Chinese Mainland	19,588,896	+18.9%	100.3%
2	Hong Kong SAR	4,954,404	+1.9%	99.2%
3	Taiwan Region	642,829	+16.0%	88.4%
4	Philippines	350,016	+12.0%	124.4%
5	Korea	349,616	+15.9%	61.5%
6	Indonesia	132,863	+15.0%	106.1%
7	Thailand	106,701	+19.8%	97.1%
8	Malaysia	106,352	+4.5%	80.7%
9	USA	104,008	+9.8%	74.6%
10	Japan	101,808	+25.3%	46.0%

Hotel Industry

No. of Rooms
(2019 – 2025 Aug)



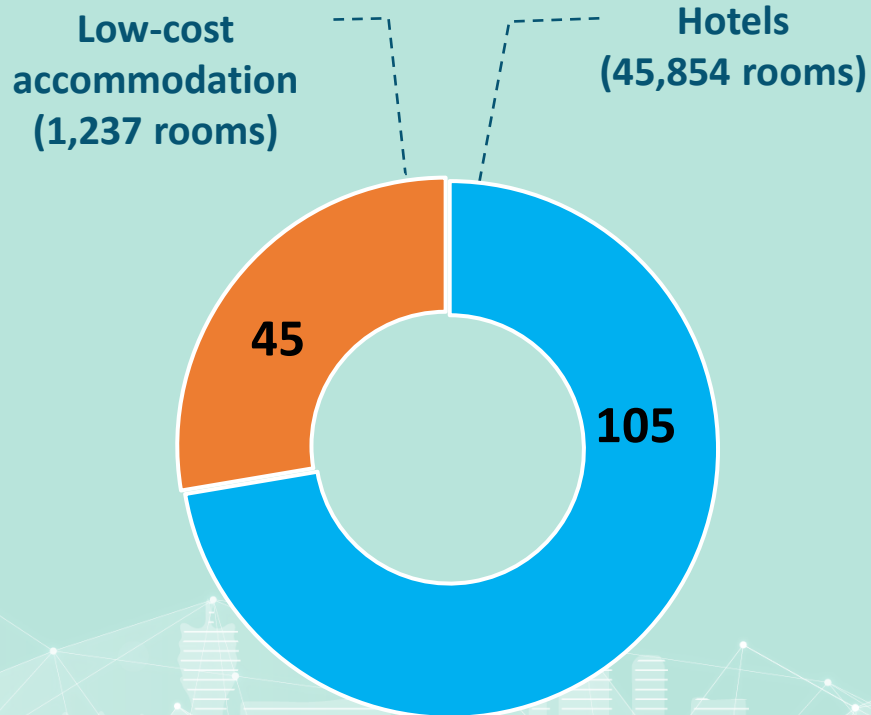
No. of Establishments
(2019 – 2025 Aug)



Hotel Sector

	No. of Establishments	No. of Rooms
2025 Aug	150	47,091

By Number of Establishments



Category / Hotel	No. of Establishment (No. of Rooms)
★★★★★ 5-star Deluxe	12 (7,724 Rooms)
★★★★★ 5-star	28 (19,612 Rooms)
★★★★ 4-star	18 (8,930 Rooms)
★★★ 3-star	18 (6,316 Rooms)
★★ 2-star	25 (1,977 Rooms)
★★★★ 4-star Apartment	2 (657 Rooms)
★★★ 3-star Apartment	2 (638 Rooms)

Visitor Per-Capita Spending (Not Including Gaming)

2019

US\$ 203.3

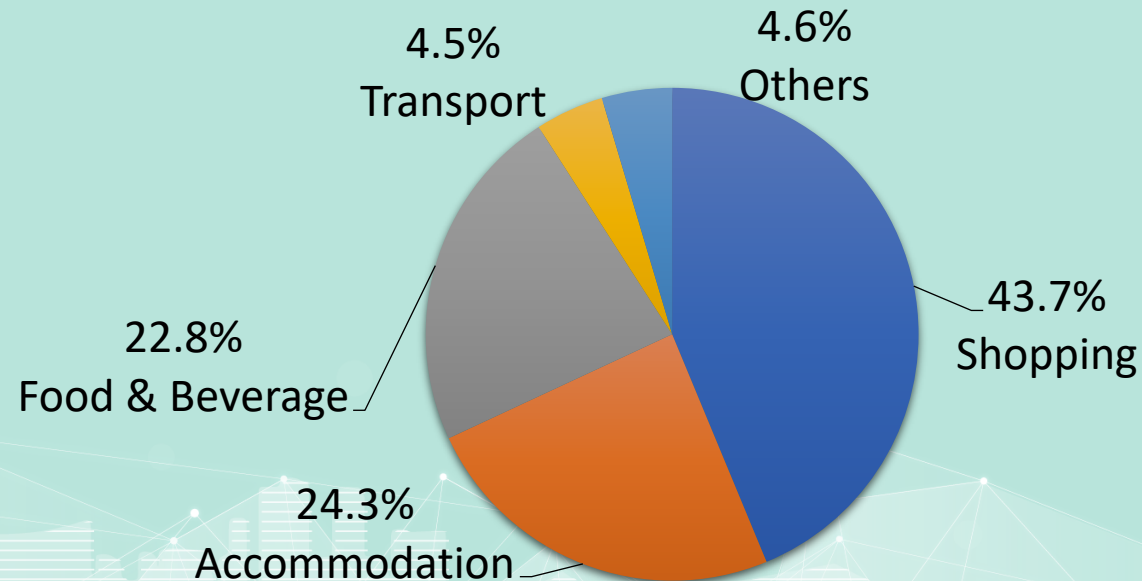
2024

US\$ 269.6

**2025
Jan-Jun**

US\$ 246.3

Visitors Per-capita Spending in 2025 Jan-Jun



Macao's Tourism Policy



Policy Address: The Government will adopt the "1+4" adequate diversification development strategy to enrich Macao's function as "One Centre" for integrated tourism and leisure



Building a World Centre of Tourism and Leisure through “Tourism+”



Tourism+ Culture & Creativity



Tourism+ Sports



Tourism+ MICE



Tourism+ E-Commerce

Tourism+ Events



Tourism+ Wellness



Tourism+ Gastronomy



Tourism+ Technology



Tourism+ Education



Public Private Partnership

Collaboration with all tourism stakeholders including the Integrated Resorts (IRs) in developing **tourism events, products and promotion**



**Revitalization of
Mount Fortress Garden area**



Lai Chi Vun Shipyards



Former Iec Long Firecracker Factory



Rua da Felicidade pedestrian zone



Revitalization of Inner Harbour area



Revitalization of A Ma Temple area

How Events Build Destination Identity



How Events Build Destination Identity

Align with brand values:



Events should be a strategic fit for the destination's **unique identity**, ensuring consistency in messaging and experience.

Create authentic connections:



Events that reflect the destination's **real story and values** help build genuine emotional connections with visitors, encouraging them to stay longer and spend more.

Reinforce unique identity:



Strategic events differentiate a destination from competitors by highlighting its **specific offerings and heritage**.

Generate positive reputation:

A **consistent and authentic brand image** built through well-chosen events fosters positive word-of-mouth and advocacy

2005

UNESCO World Heritage

2017

UNESCO Creative City of Gastronomy





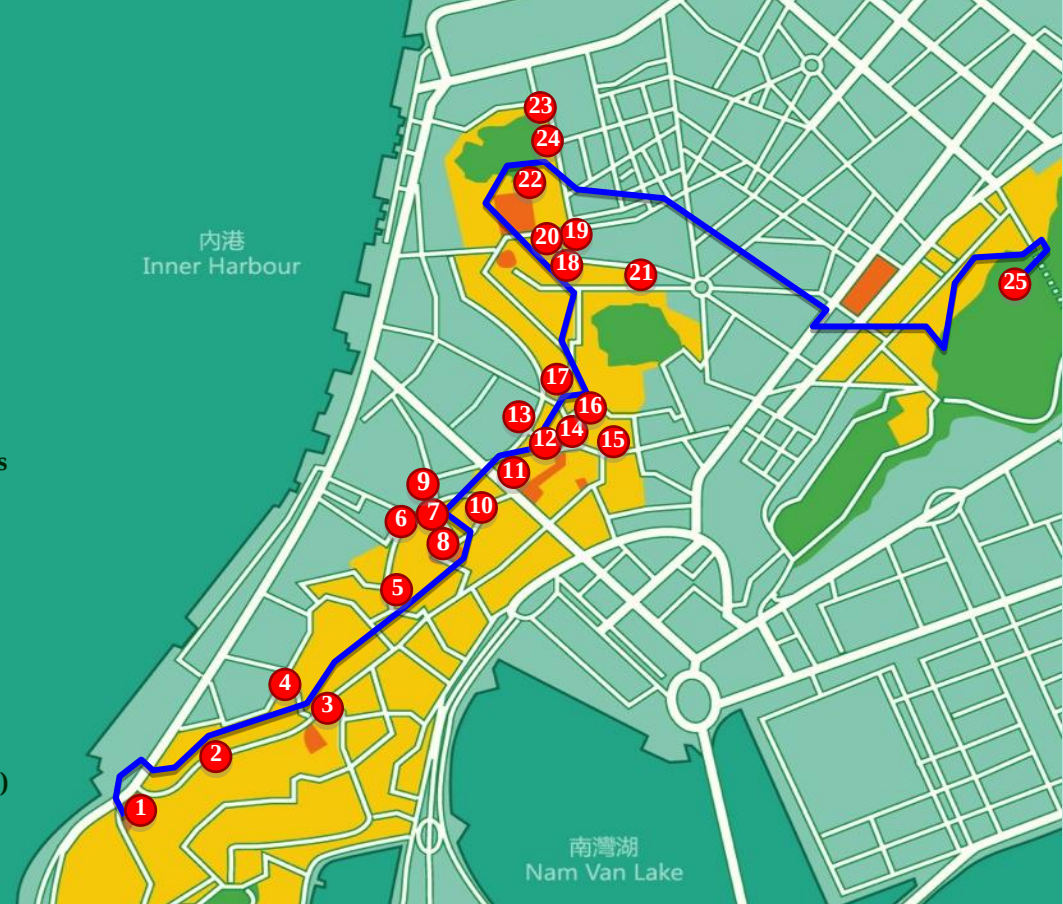
Tourism+ Culture

THE HISTORIC CENTRE OF MACAO

Officially listed as UNESCO World Cultural Heritage on 15 July 2005, making it the 31st World Heritage site in China



- | | |
|---|--|
| 1. 媽閣廟
A-Ma Temple | 14. 仁慈堂大樓
Holy House of Mercy |
| 2. 港務局大樓
Moorish Barracks | 15. 大堂(主教座堂)
Cathedral |
| 3. 亞婆井前地
Lilau Square | 16. 盧家大屋
Lou Kau Mansion |
| 4. 鄭家大屋
Mandarin's House | 17. 玫瑰堂
St. Dominic's Church |
| 5. 聖老楞佐教堂
St. Lawrence's Church | 18. 大三巴牌坊
Ruins of St. Paul's |
| 6. 聖若瑟修院及聖堂
St. Joseph's Seminary and Church | 19. 哪吒廟
Na Tcha Temple |
| 7. 崗頂前地
St. Augustine's Square | 20. 舊城牆遺址
Section of the Old City Walls |
| 8. 崗頂劇院
Dom Pedro V Theatre | 21. 大炮臺
Mount Fortress |
| 9. 何東圖書館大樓
Sir Robert Ho Tung Library | 22. 聖安多尼教堂
St. Anthony's Church |
| 10. 聖奧斯定教堂
St. Augustine's Church | 23. 東方基金會會址
Casa Garden |
| 11. 民政總署大樓
'Leal Senado' Building | 24. 基督教墳場
Protestant Cemetery |
| 12. 議事亭前地
Senado Square | 25. 東望洋炮臺
(包括聖母雪地殿聖堂及燈塔)
Guia Fortress |
| 13. 三街會館(關帝廟)
Sam Kai Vui Kun Temple | |





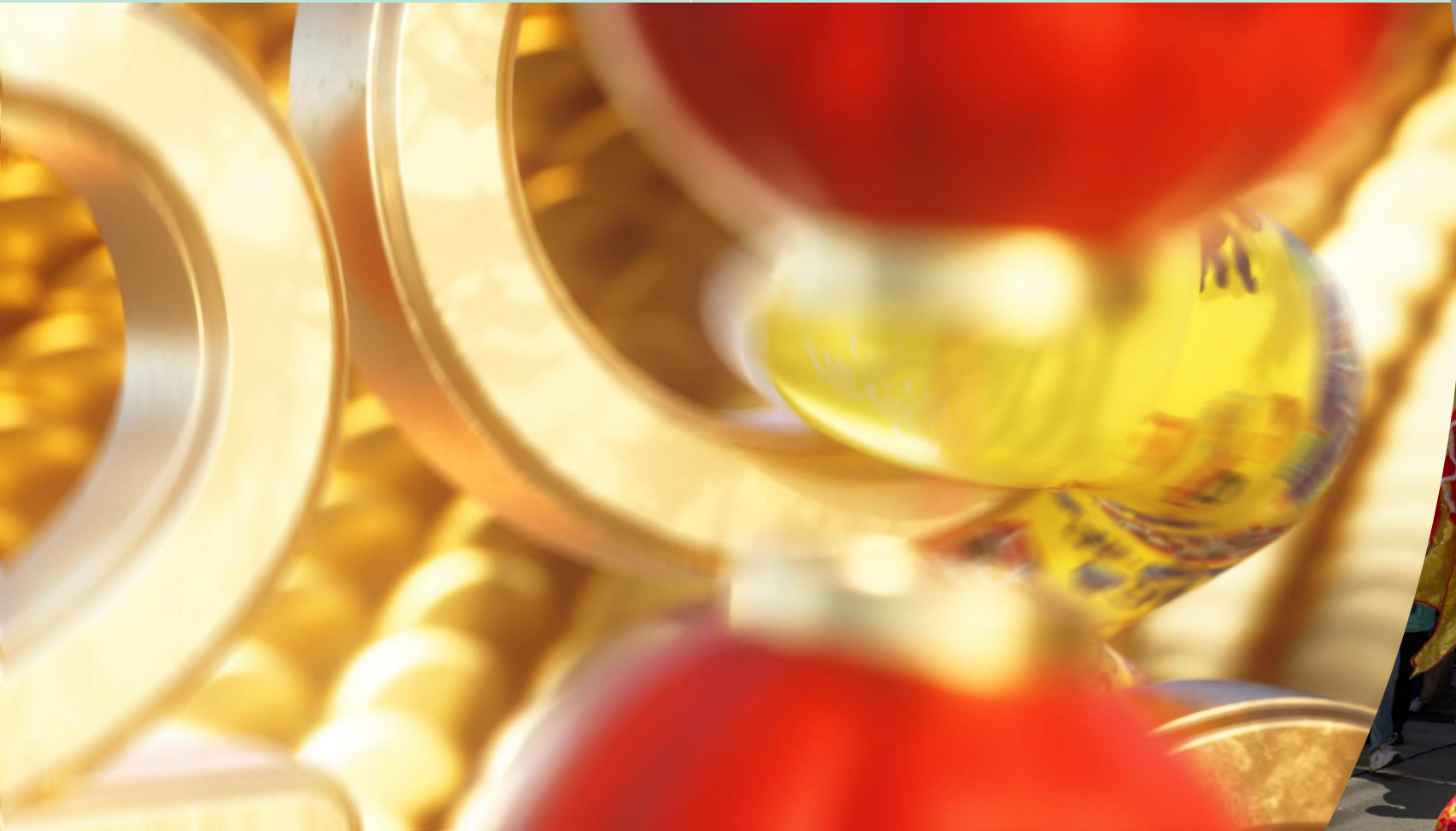
Unique Cultural Events

Traditional Chinese celebrations as well as important Western festivals:

- Procession of the Passion of Our Lord, the God Jesus
- Procession of Our Lady of Fátima
- Feast of the Drunken Dragon
- Feast of the God Tou Tei
- Tam Kong Festival

Cultural Events

- Chinese New Year Parade
- Chinese New Year Fireworks Displays



Tourism+ Culture & Art



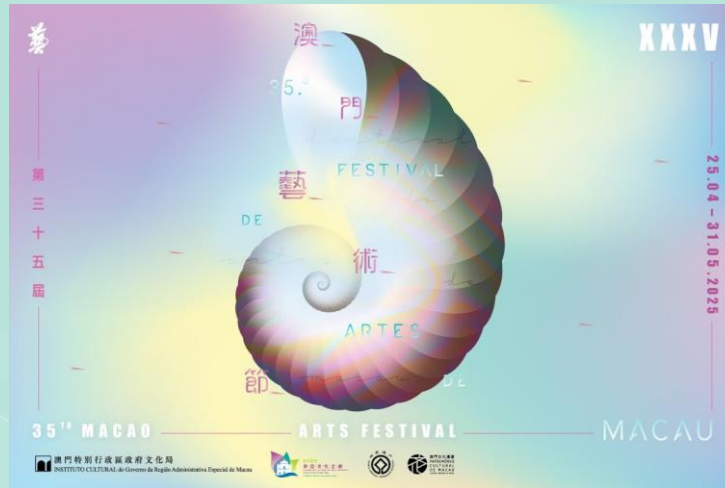
“Art Macao”



2025 Macao International Parade



Lusofonia Festival



Macao International Arts Festival



Macao International Music Festival



Tourism+ Culture & Creativity

Pop Mart Macao Citywalk

- Mega Cultural Tourism Project
- Encourage visitors to explore communities



Tourism+ Gastronomy

Tourism+ City of Gastronomy



MICHELIN Guide Hong Kong and Macau



The Black Pearl Diamond Restaurants Gastronomic Series



Forbes Travel Guide



Quality Tourism Services Accreditation Scheme

2025 International Cities of Gastronomy Fest, Macao

- Featuring three key programs:
 - The International Gastronomy Promenade
 - City of Gastronomy Showcase
 - International Gastronomy Forum, Macao
- Sustainable development of gastronomy where visitors and residents can taste a tapestry of global cuisines and experience Macao's glamour of "tourism + gastronomy"





Tourism+ Events

Tourism+ Sports Events



2025 Macao International Regatta



Macau Grand Prix



NBA China Games 2025



ITTF Men's and Women's World Cup Macao 2025



Macao International Marathon



Macao International Dragon Boat Races

Macau Grand Prix

- 72nd edition in 2025
- Macao's signature annual international sporting event for automobiles and motorcycles held on the Guia Circuit



Tourism+ Events

Macao International Fireworks Display Contest

- Since 1989, the Macao International Fireworks Display Contest has developed into a prestigious event of Macao
- nocturnal activities of the “City of Events,” and in tandem with the “Fireworks Carnival” and online game, to boost public participation, attract the influx of visitors and invigorate the local economy



Tourism+ Events

Light Up Macao

- Since 2015, collaborative project between different governmental entities in partnership with integrated resort enterprises with the aim to create a prestigious nighttime event
- Overseas, Mainland, Hong Kong and Macao artists join international teams to create a symphony of exquisite light art across time and space, weaving a kaleidoscope of flagship installations, artistic installations, illuminations, interactive installations as well as mapping shows into one dazzling cityscape





澳門旅遊推廣網站
Macao tourism promotion website



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

旅遊局網站
Macao Government Tourism Office website



<https://www.dst.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>

