



澳門旅遊大學
UNIVERSIDADE DE TURISMO DE MACAU
Macao University of Tourism



GENERAL INFORMATION NOTE

18th UTM – UN TOURISM TRAINING PROGRAMME

REIMAGINING DESTINATION BRANDING THROUGH AI AND DIGITAL MARKETING

22 – 25 SEPTEMBER 2026

MACAO SAR, CHINA

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1. INTRODUCTION

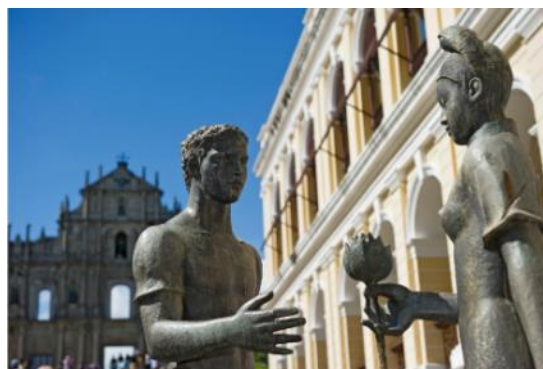
In 2015, the World Tourism Organization (currently known as UN Tourism) signed a Memorandum of Understanding with the Macao SAR Government, aiming to enhance collaboration in nurturing tourism talents and advancing the sustainable development of the tourism industry. Subsequently, in 2016, the Macao Institute for Tourism Studies (currently known as Macao University of Tourism, UTM) established the Global Centre for Tourism Education and Training to engage in joint initiatives with UN Tourism, elevating the quality of human capital and bolstering the competitiveness of tourism destinations.

In this context, UTM and UN Tourism cordially invite you to participate in the **18th UTM – UN Tourism Training Programme**. This information note provides details on administrative and logistical arrangements, along with other relevant information pertaining to your participation in the programme.

Training Programme	Reimagining Destination Branding through AI and Digital Marketing
Date	22 – 25 September 2026
Venue	MGM Cotai and Macao University of Tourism (UTM)
Organiser	Macao University of Tourism (UTM)
Collaborative Unit	UN Tourism
Sponsor	MGM
Participants	Ministries of Tourism and National Tourism Organizations from UN-Tourism Asia and the Pacific Member States
Medium of Language	English
Class Size	Limited to 20 eligible participants. Seats will be allocated on a first-come, first-served basis.

1.1 Host City: Macao SAR, China

Macao or Macau is one of the two Special Administrative Regions (SAR) in China on the western bank of the Pearl River Delta, consisting of the Macao Peninsula and the islands of Taipa and Coloane. It is an international city with an area of 33.3 square kilometers and accommodates almost 700,000 people, making Macao one of the densest cities in the world.



Starting from a small fishing village, influenced by the arrival of the Portuguese recent hundred years ago, Macao is the perfect crossroad for the meeting of East and West cultures. In the Historic Centre of Macao, the agglomeration of foreigners in the past has given rise to many character buildings. Its

collection of Western-style buildings is the oldest in China and is listed as a UNESCO Heritage Site.

Underneath Macao's elegant shell is a lively soul. Traditional food stalls exist alongside fine dining restaurants and luxurious hotels. Cafés can be found on every corner. This energetic food scene along with Macanese cuisine has earned Macao the UNESCO title of "Creative City of Gastronomy".

Moreover, Macao also hosts a number of world-class events, such as the Macau Grand Prix, Macao International Parade and Macao International Music Festival. The city is bustling year-round. Macao is also home to many internationally acclaimed entertainment venues. They are exquisitely decorated, well-equipped and conveniently connected to the hotels and shopping malls. The true colours of the city shine through in its contrast—between the humble character buildings and five-star hotels; small local shops and international luxury brands.

You will experience the centuries of cultural exchange between the East and West in Macao.

1.2 About UTM

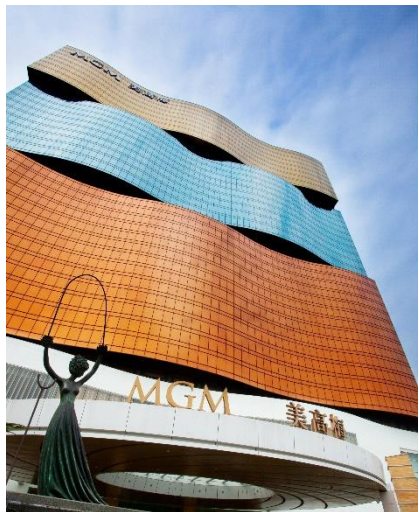
The Macao University of Tourism (UTM), established in 1995, was formerly known as Macao Institute for Tourism Studies (IFTM). It is a public institution of higher education in Macao under the supervision of the Secretary for Social Affairs and Culture of the Macao SAR Government. UTM offers degree programmes, as well as professional training in a wide range of culture, tourism and hospitality management related disciplines such as hospitality, tourism, cultural and heritage, creative and cultural studies, events, leisure and entertainment, sports and recreation, culinary arts, food and beverage, smart technologies, business, marketing and brand, communication, and language. The University is committed to providing quality tourism education to its students.



UTM has obtained global recognition as a leading institution in the field of tourism and hospitality management. It consistently secures a prominent position within the QS World University Rankings by Subject in “Hospitality and Leisure Management” for consecutive years”, both on a worldwide scale and in Asia. In 2019, the Ministry of Culture and Tourism agreed for IFTM (now UTM) to act as a relying unit of the Tourism Education and Training Base for the Guangdong-Hong Kong-Macao Greater Bay Area, undertaking the tasks of tourism training and talent cultivation, and providing a professional platform of tourism talent training for authorities, enterprises and public institutions in tourism.

Website: <https://www.utm.edu.mo>

1.3 About MGM



MGM is a leading developer, owner and operator of integrated resorts in the Greater China region. The Company owns and operates MGM MACAU and MGM COTAI in Macau. MGM MACAU is a Forbes Five-Star luxury integrated resort with approximately 600 guest rooms and suites. It boasts distinguishing features including the European-inspired Grande Praça, the almost 2,000 sqm Poly MGM Museum which is the first museum of international standing within an integrated resort across the Greater China region as well as conference and event facilities, spa, and signature restaurants.

Designed as the “jewelry box” of Cotai, MGM COTAI offers approximately 1,400 hotel rooms and suites, meeting space, high end spa, retail offerings, food and beverage outlets as well as the first international Mansion at MGM for the ultimate luxury experience. MGM has joined hands with renowned Chinese filmmaker Zhang Yimou to set up the “Macau 2049” residency in MGM Theater. The Spectacle at MGM COTAI becomes the record holder of the largest free-span gridshell glazed roof (self-supporting) on January 19, 2019, making it the first architectural and structural GUINNESS WORLD RECORDS™ title for Macau, China. MGM COTAI is being developed to drive greater product diversification and bring more advanced and innovative forms of entertainment to Macau as it grows as a global tourist destination. MGM COTAI is the only mega complex and hotel in Macau to gain three-star certification in both Green Building Design and



Operation Label, as well as the first hotel in the Greater Bay Area and second in Greater China to receive the certifications.

Website: www.mgm.mo

2. REGISTRATION

Participants are cordially requested to complete the Registration Form and submit it to the UTM Secretariat no later than **31 July 2026**. Since all the preparations will be made based on the information on the form, you are kindly requested to provide the most accurate information.

3. FLIGHT, ACCOMMODATION & TRANSPORTATION

The UTM shall cover an economy-class round-trip flight ticket and the cost of a ferry or ground transit travel to Macao. Participants are requested to supply their preferred flight arrangements on the registration form. After getting confirmation by the UTM secretariat, the ticket should be purchased by the participants and be reimbursed in USD upon completion of the programme by submitting an official receipt and the original ticket showing the fare. Bank remittance information has to be provided in the registration form.

Supported by the UTM, a single room with breakfast will be provided for each registered participant (checkin: 21st September – check-out: 26th September) [Educational Hotel – Pousada de Mong-Ha](#). Subject to room availability and operational requirements, participants may be assigned alternative accommodation arranged by the UTM.

About the Hotel:

“Pousada” is a Portuguese word meaning “a place of blessed repose”. Established in 1995, Pousada de Mong-Há is the hospitality training unit of Macao University of Tourism (UTM) and is a place where history itself has created an atmosphere of romance, allowing guests to indulge in one of Macao's most tranquil settings. Pousada de Mong-Há has 29 rooms of deluxe and suite categories, each with its own individual characters, furnished with traditional oriental artwork and fixtures, blending East and West to make our guests' stay more authentic and memorable.

Local transportation will be provided by the UTM for the registered participants from and to airport – hotel – airport, official functions, and tours only.

Upon receiving your registration, UTM secretariat will contact you for further arrangements.

4. FOOD

Macao was designated as a UNESCO Creative City of Gastronomy on 31st October 2017. The designation is set to endorse the global recognition of Macao's more than 400-year-old culinary legacy. There is no better way to experience Macao's unique gastronomy culture than by eating around, from world-class restaurants to restaurants tucked away in nooks and crannies, to get a true taste of Macao.



The stunning variety of distinctive cuisines available in Macao – Macanese, Portuguese, Chinese, Japanese, Indian and so much more - makes this international city a veritable paradise for foodies. With an increasing number of restaurants to choose from, there is something to please every palate. And in addition to a choice of international mainstream wines and spirits, the intrepid bon vivant can find many superior and reasonably priced Portuguese wines that are now emerging onto the international stage.

If you would like to get more information, please visit:

- Detailed Information (with Macao Halal Restaurants):
<https://www.macaotourism.gov.mo/en/dining>

4.1 Programme Meals & Dietary Requirements

- Meals specified in the official programme will be provided. Any other meals not indicated will be at the participants' own expense.
- For dietary restrictions, please indicate your requirements in the registration form. While we will do our best to accommodate these preferences, special dietary arrangements will depend on local availability.

4.2 Dining Conveniences Around the Hotel

- **On-Site Dining:** The campus features the [UTM Educational Restaurant](#), a Michelin-recommended dining room specialising in authentic Macanese and Portuguese cuisine, as well as the [UTM Café](#) for light refreshments and breakfast.
- **Local Neighborhood:** At the bottom of the hill, a vibrant neighborhood offers convenience stores, pharmacies, and a wide selection of local eateries and coffee shops within a 5-to-10-minute walk.

5. VISA REQUIREMENT

All visitors must hold a passport or a valid travel document for travel to Macao. All visitors are required to have a visa except nationals of countries which are exempted from a visa or entry permit. A Macao visa can be obtained through the Embassies / Consulates of the PRC and should be used within its validity. Visitors may also apply for an entry permit or visa upon arrival at the immigration checkpoint. However, visitors from certain countries are required to obtain a visa in advance before their trip to Macao.

Visa requirement	Country
"Visa" and "Entry Permit" Exempted	Brunei, India, Indonesia, Japan, Malaysia, Mongolia, Philippines, Republic of Fiji, Republic of Korea, Samoa and Thailand
Visa Required 'Visa-upon-arrival' at the Visa Room of the checkpoint upon arrival at Macao. Individual (one-off): MOP200* <i>*Only Cash in HKD/MOP is accepted, please get currency exchanged in advance</i>	Afghanistan, Bhutan, Cambodia, Democratic People's Republic of Korea, Islamic Republic of Iran, Lao People's Democratic Republic, Maldives, Myanmar, Palau, Papua New Guinea, Timor-Leste and Vanuatu
Required to apply for a Macao visa in advance through a Chinese embassy or consulate	Bangladesh, Nepal, Pakistan, Sri Lanka and Vietnam
Mainland Residents Holding a Permit for Travelling to and from Hong Kong and Macao	China

The above information is for reference only. For further information on entry formalities, please contact the Border Control Department of Public Security Police Force at Tel: (Macao area code) +853 2872 5488 or email: sminfo@fsm.gov.mo, or visit their website:

- Entry Requirement:
<https://www.macaotourism.gov.mo/en/travelessential/before-you-travel/entry-requirements>;
- Immigration Clearance of Non-residents of Macao:
<https://www.gov.mo/en/services/ps-1474/ps-1474b/>
- Application for Macao Visa through Diplomatic Missions of the People's Republic of China (China) or other Representative Offices Accredited by the Ministry of Foreign Affairs of China:
www.fsm.gov.mo/psp/eng/psp_top5_3m.html;

In case any participant has to transit through Hong Kong or any other country, please observe all necessary Visa requirements. The host and organiser will NOT be liable for circumstances on personal immigration issues.

- For transit via Hong Kong SAR, please refer to:
https://www.immd.gov.hk/eng/services/travel_document/index.html

6. TRAVELLING TO MACAO

Macau International Airport (MFM) operates 24 hours a day, with direct flights from many major cities in the region. A common alternative is to fly into Hong Kong International Airport (HKG) and then travel directly to Macao via cross-boundary coach or high-speed ferry services.

If you would like to get more information, please visit:

- Macau HK Airport Direct Bus Service (via the Hong Kong-Zhuhai-Macao Bridge):
<https://www.macauphairportbus.com/>
- Macao Government Tourism Office Website:
<https://www.macaotourism.gov.mo/en/travelessential/before-you-travel/travelling-to-macao>

7. USEFUL INFORMATION

8.1 Weather & Clothing

Macao's climate is temperate throughout the year. The average temperature is about 23°C (73°F), ranging from 20°C (68°F) to 26°C (79°F). It is rather humid, with the average relative humidity reaching 79%. The rainy season lasts from May to September. October and November are the ideal months to visit Macao, with mild temperatures and dry weather. It is often sunny in the winter months from December to March although it can be a little bit cold. Temperatures begin to climb in April and the heat becomes more intense from May to September. The typhoon season in Macao is from May to November, with July, August and September being the most seriously affected months. When visiting Macao during typhoon season, please pay attention to the latest tropical cyclone (typhoon) news and special arrangements when typhoon signal No.8 or above is hoisted.

In summer, visitors are advised to wear light cotton clothes for a pleasant journey in Macao; while woollens are recommended along with a thick jacket or an overcoat to keep warm during winter. It is great to bring along cardigans or sweaters in spring (March to May) or autumn (September to November) as nights are cooler during the two seasons.

For more weather information, please visit:

- Macao Meteorological and Geophysical Bureau: <https://www.smg.gov.mo/en>

- What You Need to Know about Typhoon Season:
<https://www.macaotourism.gov.mo/en/travelessential/useful-info/what-you-need-to-know-about-typhoon-season>

8.2 Time Zone

Macao is eight hours ahead of Greenwich Mean Time (GMT+8).

8.3 Water & Electricity

Macao's water is supplied directly from Mainland China and is purified. Chlorine is added for extra protection. Distilled drinking water is supplied in all hotel rooms and in restaurants.

Electricity in Macao is at 230V, 50Hz. The power plugs used in Macao are of the three-pin, square-shaped or round-shaped type. It is suggested to check before using an electrical appliance.



8.4 Telephone Service

The country code for Macao is 853 and the outgoing international code is 00.

Communication in Macao is convenient, with the telecommunications network covering the whole city. Public phones are located around the city, with local calls costing MOP1.00 per 5 minutes; the IDD direct-dial international telephone service connects to over 100 countries and territories around the world.

The Tourism Hotline on +853 2833 3000 provides comprehensive information about restaurants, hotels, sightseeing and tourist spots, museums, entertainment, shopping, transportation, etc.

8.5 Mobile Phone (Roaming)

International roaming is available in Macao but a hefty charge may apply. A more economical option is to buy a pay-as-you-go SIM card with internet access. They are readily available at convenience stores. Real name registration is required for new prepaid card users to activate the service.

If you would like to use your mobile phone while in Macao, please contact the information services below:

1000 - CTM <https://www.ctm.net/>

1118 - Hutchison Telecom <https://www.three.com.mo/sim/3g>

1888 - China Telecom (Macau) Co., Ltd. <https://www.1888.com.mo/home/index>

8.6 Internet Services

Macao is one of the most ‘connected’ cities in the world. Macao Post and Telecommunications Bureau has been liaising with local organizations to offer free Wi-Fi services at different locations in Macao under a unified brand name “FreeWiFi.MO”. Citizens and visitors can connect to a hotspot with Wi-Fi network name containing the word “FreeWiFi.MO” to enjoy free Wi-Fi service. For more service information or to find free Wi-Fi hotspots, please visit www.freewifi.mo or download the “FreeWiFi.MO” App: <http://freewifi.mo/appdownload.php>.

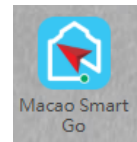


8.7 Local Transportation

The local transportation includes Buses, Light Rapid Transit (LRT), Taxis, Car Hire, and Pedicabs.

You may visit the website of Macao SAR Transport Bureau or download the “**Macao Smart Go**” app for more transportation information in Macao:

<https://www.dsat.gov.mo/dsat/index.aspx>



8.8 Navigating Around the Hotel (Pousada de Mong-Ha)

To ensure a smooth journey back to your accommodation, please keep the following localised transit tips in mind:

- **Taxis:** The Pousada de Mong-Ha is situated on a scenic hill, taking a taxi is highly recommended when traveling with luggage. You can hail standard black taxis on the street or book rides via the “**MASS PLUS**” ppp or “**UBER**” app.
- **Public Buses:** Several public bus routes **5X, 17, 23, 25, 25B** stop at the base of the hill (**Bus station: M105 Mong-ha Fort**) or bus routes **22, 56** at nearby station (**Bus station: M272 Sunny View Garden**) . Please note that it is a short, uphill walk from these bus stops back to the hotel entrance.

8.9 Currency and Bureaux de change

The Pataca (MOP) is divided into 100 avos and it is Macao's official currency. There are banknotes and coins in the following denominations:

Coins: 10, 20 and 50 avos; 1, 2, 5 and 10 Patacas.
Banknotes: 10, 20, 50, 100, 500 and 1000 Patacas.

By the decision of the Government, the Pataca is linked to the Hong Kong dollar (HKD). The exchange rate is MOP103.20 = HKD100.00. There is an acceptable variation of up to 10%. Roughly 8 Patacas is equivalent to 1 US Dollar.

It is convenient to exchange currency in Macao. Currency exchange services are available at airports, docks, and most hotels. Banks and money changers can be found almost everywhere. Electronic transactions are common, and widely accepted credit cards include China UnionPay, American Express, JCB, Visa, and Mastercard. However, card-issuing banks may charge transaction fees. Merchants also accept a variety of domestic and overseas payment apps and digital wallets, including Mainland China and Hong Kong's WeChat Pay and Alipay, Korea's KakaoPay, Toss Pay and NAVER Pay, the Philippines' GCash, Malaysia's Touch'n Go eWallet and MyPB by Public Bank, Thailand's TrueMoney, Singapore's OCBC and Changi Pay, Mongolia's Hipay and Italy's Tinaba. In addition, mobile payment services such as UnionPay Mobile QuickPass, Apple Pay, Samsung Pay, and Huawei Pay provide visitors with convenient ways to shop and make purchases in Macao.

According to the provisions of the Law, passengers arriving at Macao carrying cash or CBNIs, such as traveller's cheques, cheques, bills of exchange, money orders and promissory notes, with value of or exceeding MOP 120,000.00, should use the Red Channel with a completed declaration form and make a declaration to the Customs officer. Passengers leaving Macao need to disclose truthfully the amount of cash or CBNIs carried when asked by a Customs officer, or they shall be liable to a fine of MOP 1,000.00 to MOP 500,000.00. Travelers who have a layover in Macao SAR and transit to another destination have no obligation of declaration. For more details, please visit the Macao Customs Service's website: www.customs.gov.mo/cn/customs6.html

8.10 Language

Chinese and Portuguese are the official languages while Cantonese is most widely spoken. The official languages are used in government departments in all official documents and communications. English is generally used in trade, tourism and commerce.

8.11 Medical Emergency

When you have an emergency situation or need to go to a hospital for your health problem, ask the concierge or front desk personnel at each hotel for assistance or contact the Secretariat. For more information on Hospitals and Health Centres, please visit: <https://www.macaotourism.gov.mo/en/travelessential/before-you-travel/practical-info?tab=healthcare-and-hospitals>

8.12 Emergency Numbers in Macao

- Emergency: 999 / 110 /112
- 24-Hour Tourism Hotline: +853 2833 3000
- Judiciary Police: 993
- Hospital Centre S. Januário: 2831 3731
- Kiang Wu Hospital: 2837 1333
- University Hospital: 2882 1838

9. CONTACT INFORMATION

UTM Secretariat	Ms. Sandi U Global Centre for Tourism Education and Training Macao University of Tourism (UTM) globalcentre@utm.edu.mo
UN Tourism Secretariat	Ms. Orianne Derrier / Mr. Tianji Zhang Regional Department for Asia and the Pacific UN Tourism rdap@untourism.int