

Macao Tourism Industry Development Master Plan – Review Report

Review Background

- The impact of the pandemic has prompted the tourism industry to **restructure and upgrade**
- In line with the new development pattern of **dual-circulation** put forward by the Central Government



New Environment

- Implement the Outline Development Plan for the Guangdong-Hong Kong-Macao **Greater Bay Area** and dedicate great efforts to the development and opening-up of the **Guangdong-Macao Intensive Cooperation Zone in Hengqin**



New Policy

- The concept of "**Tourism +**" is proposed in the Policy Address to promote the extension of the tourism industry chain

- Build **sustainable development** of the tourism industry
- Support the **upgrade and transformation of SMEs** to promote economic diversification



New Direction

- Combine technologies such as artificial intelligence, cloud services and big data to foster **online tourism**
- Strengthen **public-private partnerships** for collaborative operations and shared economic benefits

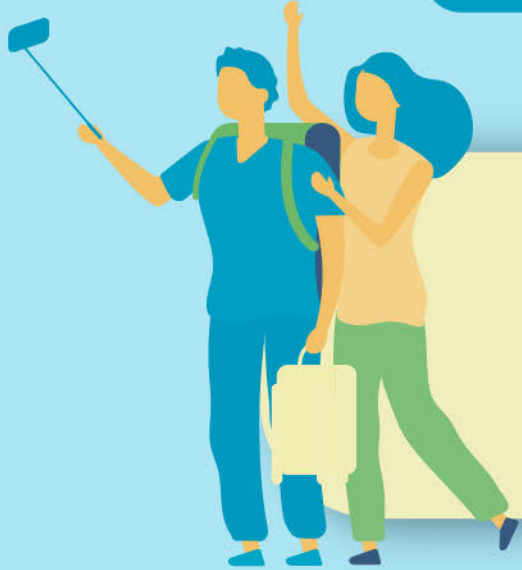


New Trend



Macao Tourism Industry Development Master Plan – Review Report

Deepening of Key Issues



Assess the existing conditions
and areas for enhancement of
Macao's tourism industry



1

Contribution of Tourism
to the Economy

Regional Tourism
Cooperation

2

3

Tourism Carrying
Capacity

Diversification of
Visitor Source Markets

4

5

Smart Tourism Led by
Science and Technology



Macao Tourism Industry Development Master Plan – Review Report

Implementation Status and Plan Review

69 Short-term Action Plans (2016-2020)

Initiated and
implemented
action plans **68**

1 action plan
not applicable

Implementation
rate

90%

(62 action plans reached
targeted goals)

22 Medium- and Long-term Action Plans

Progressing as scheduled

Action plans that have achieved the targeted goals and in progress are revised, updated and integrated. In addition,

16 new action plans
are added.



Revised Plan

77 phased plans (0-5 years)

14 long-term plans (6 years or above)

91 Action Plans



Macao Tourism Industry Development Master Plan – Review Report

Actions in Focus

Tourism Products and Facilities

- Enrich **marine tourism** and encourage launch of cross-island tourism products
- Develop **eco-tourism** and increase “edutainment” elements
- Foster development of **high-end tourism products**, such as personalized boutique tours and helicopter tours
- Develop **cultural and creative exhibitions**
- Promote construction of multi-purpose **MICE complexes**



Quality Tourism and Collaboration

- Promote **career development** of tourism practitioners through training
- Capitalize on Macao’s role as the **Tourism Education and Training Base for the Guangdong-Hong Kong-Macao Greater Bay Area**
- Optimize **public-private collaboration** and attract participation of more enterprises and institutions in organized activities to enhance “**Tourism +**” development



Macao Tourism Industry Development Master Plan – Review Report

Actions in Focus

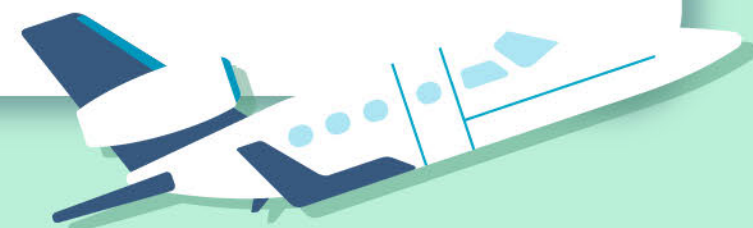
Precision Marketing



- **Analyze** visitor characteristics **through Big Data**
- Target **high-value segments** in promotion
- Evaluate and utilize **new media platforms**, and strengthen cooperation with e-commerce companies and online media

Urban Construction

- Develop potential tourism areas into **new tourist spots**
- Push forward construction of Macao **LRT Hengqin Line**
- Enhance **air connectivity** between Macao and other cities
- Develop Macao **maritime transport**



Macao Tourism Industry Development Master Plan – Review Report

Actions in Focus

Smart Technology



- Enhance **information communication in the tourism industry** through cloud computing and big data
- Assist **enterprises in application of innovative technologies** in different aspects such as marketing, sales, payment and management
- Continue to build and optimize the system for **visitor flow management and monitoring**



Regional and International Cooperation



- **Deepen tourism cooperation with Hengqin** with focus on promoting leisure, sport, MICE and comprehensive health tourism, etc.
- Partner with other cities in the Guangdong-Hong Kong-Macao Greater Bay Area to build a **unified tourism destination brand**
- Organize **events for Greater Bay Area cities** in the fields of tourism, MICE, culture, and sports
- **Resume travel and people-to-people exchanges** with other regions



Macao Tourism Industry Development Master Plan – Review Report

**Available for download
on the dedicated website at**



masterplan.macaotourism.gov.mo



澳門特別行政區政府旅遊局
DIRECÇÃO DOS SERVIÇOS DE TURISMO
MACAO GOVERNMENT TOURISM OFFICE