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TOURISM



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 Tourism 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.

Overview of Tourism in Macao

According to the Statistics and Census Service, the total number of tourists visiting Macao in 2024 was 34,928,650, representing an increase of 23.8 percent from the 2023 figure. The number of overnight visitors during the year totalled 16,043,768, representing an increase of 12.8 percent from the previous year, and accounting for 45.9 percent of visitors to Macao. The average length of stay of overnight visitors was 2.3 days, while the average length of stay of all visitors was 1.2 days.

Major Markets

In 2024, the Chinese mainland continued to be the largest market for visitors to Macao with 24,491,424 arrivals, accounting for 70.1 percent of the total number of visitors. Among the Chinese mainland visitors, 12,281,055 (accounting for 50.1 percent of visitors from the Chinese mainland 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 2023, the numbers of visitors from Hong Kong decreased by 0.2 percent to 7,179,722, and those from Taiwan increased by 64.1 percent to 834,411.

The Hotel Industry

According to MGTO statistics, at the end of 2024, Macao had a total of 150 hotel premises, of which 105 were hotels and apartment hotels, accounting for 70 percent of the total hotel premises, while 45 were budget accommodations, accounting for 30 percent of the total hotel premises.

Hotel Accommodation	Number of Hotels	Number of Rooms
Hotels and Apartment Hotels	105	47,096
Five-star Luxury Hotels	12	7,689
Five-star Hotels	28	20,889
Four-star Hotels	18	8,930
Four-star Apartment Hotels	2	657
Three-star Hotels	18	6,316

(Cont.)

Hotel Accommodation	Number of Hotels	Number of Rooms
Three-star Apartment Hotels	2	638
Two-star Hotels	25	1,977
Budget Accommodations	45	1,237
Total	150	48,333

In terms of the number of rooms, there were 48,333 rooms in Macao, 47,096 of which were hotel or apartment hotel rooms, accounting for 97.4 percent of the total number of rooms; 28,578 rooms were provided by hotels with five stars or above (including five-star and five-star luxury hotels), accounting for nearly 60 percent of the total; 1,237 rooms were in budget accommodation, accounting for 2.6 percent of the total.

The total number of guests who stayed in hotels in Macao during 2024 was 14,433,000, representing an increase of 6.4 percent from the figure in 2023. The average year-round occupancy rate of hotels increased by 4.9 percentage points to 86.4 percent. The average length of stay was 1.7 nights.

According to statistics from the Macau Hotel Association, the average room rate for three- to five-star Macao member hotels in 2024 was 1,402.4 patacas, representing an increase of 3.1 percent from 2023.

Travel Agencies

At the end of 2024, there were 198 licensed travel agencies in Macao, two more than the total of 190 in 2023. A total of 1,826 people held tourist guide licences issued by the MGTO, 65 (3.7 percent) more than in 2023. The language abilities of these tourist guides spanned Cantonese, Putonghua, English, Portuguese, Indonesian, German, Japanese, Korean, Thai, French, Russian, Malay, Hokkien and Chaozhouese.

In 2024, a total of 583,100 Macao residents engaged with travel agent services to travel abroad, 39.1 percent more than in 2023.

Macao Government Tourism Office

The functions of the Macao Government Tourism Office (MGTO) include assisting the formulation and implementation of local tourism policies; enhancing development and diversity of the tourism industry; monitoring tourism and related businesses and issuing licences; formulating tourism crisis emergency responses; managing the Travel Alert System; and realising the Government's overall tourism objectives. In 2024, MGTO established marketing representative offices in the Hong Kong Special Administrative Region, South Korea and Thailand.

Tourism Planning and Study

MGTO announced the report on the review of research on the Macao Tourism Industry Development Master Plan in November 2021. There were 91 action plans established after the review and reform, including 77 interim plans (zero to five years) and 14 long-term plans (six years or more). The proposals and action plans will strengthen the interaction between the tourism industry and other associated industries, enriching Macao as a world tourism and leisure centre.

MGTO follows up on the implementation of the master plans, and regularly collects information on the work progress of various departments. As of the end of 2023, all 77 interim plans had been launched and followed up on, with targets attained for 68 of these, representing an achievement rate of 88 percent, two percentage points more than in 2022.

In response to the volatile external environment and the latest developments in the tourism industry, in 2024 MGTO commissioned a research institute to conduct the second-phase review of the Macao Tourism Industry Development Master Plan, analysing the current status and trends of Macao's tourism industry in the post-pandemic era.

In 2024, MGTO commissioned the China Tourism Research Institute (Data Center for the Ministry of Culture and Tourism) to review the action plan for the development of educational tourism and conduct research on formulating reference guidelines for educational tourism in Macao.

Smart Tourism

In September 2024, MGTO launched the Macao Tourism AI Chatbot, powered by large language model AI technology, providing information on Macao's history and culture, tourist attractions, entertainment and leisure activities, shopping, hotels, restaurants, merchants under the Quality Tourism Services Accreditation Scheme, accredited shops, gourmet recommendations, weather, tourist routes, immigration and other tourism-related information. Visitors and residents can access the AI Chatbot through the Macao Tourism Promotion website and the "Experience Macao" mobile app. Also, in December, MGTO launched the "Fancy Treats at Your Fingertips" online promotional platform, featuring over 450 special offers.

Tourism Promotion

MGTO continued to promote Macao both at home and abroad and introduce various tourist attraction initiatives, and actively explored international visitor source markets to diversify the visitor profile, by leveraging international mainstream media and social media.

In line with the "1+4" appropriate economic diversification strategy, elements of culture and creativity, sports, conventions and exhibitions, and gastronomy were integrated into various promotional activities. Using Macao's World Heritage and City of Gastronomy designations as its calling cards, MGTO promoted Macao's festive events, culinary delights, and community tourism products, enriching Macao's appeal as a world centre of tourism and leisure.

MGTO collaborated with various government departments, airlines, travel industry representatives, and integrated resort and leisure companies, to organise roadshows at home and abroad, promoting Macao's diverse "Tourism+" offerings.

Celebrating the 25th Anniversary of the Establishment of the Macao SAR

To celebrate the 25th anniversary of the establishment of the Macao SAR, MGTO launched the “My Treats for You” special travel offers, introducing over 250,000 giveaways – including air tickets, cross-boundary transport, hotel accommodation, dining, and entertainment discounts. Fuelled by multichannel promotions, the scheme aimed to draw greater flows of international visitors to Macao. For air ticket offers, MGTO partnered with airlines to offer various discounts to international visitors, resulting in over 180,000 bookings. For sea and land transportation, MGTO collaborated with Hong Kong-Macao ferry and bus operators to offer free coach tickets from Hong Kong International Airport to Macao and ferry ticket discounts, resulting in approximately 316,000 coach and ferry ticket bookings. Offers through travel agency and e-commerce platform collaborations were enjoyed by approximately 21,000 people.

MGTO launched the “Double Anniversary Celebrations in Macao, Be Our Guest!” campaign, partnering with major online platforms to offer shopping discounts through WeChat Pay, focusing on Macao’s SMEs and community businesses to stimulate local and SME tourism consumption. The project resulted in 345,000 voucher redemptions and 241,000 purchase orders, providing discounts totalling 15.8 million yuan and creating a total purchase value of 132 million yuan, achieving a leverage ratio of 8.3.

In collaboration with the Macao Economic and Trade Office to the European Union in Brussels and the Macao Economic and Trade Office in Lisbon, along with the Cultural Affairs Bureau and the Sports Bureau, MGTO organised the “2024 Macao Photo Exhibition” in Albufeira, Lisbon, and Porto in Portugal, and in Belgium. This exhibition promoted Macao’s two international designations as the World Heritage - Historic Centre of Macao and the City of Gastronomy, enhancing Macao’s image as a tourist destination.

Diverse Promotional Activities at Home and Abroad

The Shaanxi Xi’an Macao Week large-scale roadshow was held in Xi’an on 2 August 2024, showcasing Macao’s diverse offerings of “Tourism+” to local residents, and promoting the inclusion of Xi’an, Shaanxi Province, as a facilitated individual travel (FIT) scheme destination city for travellers from the Chinese mainland to Macao and other central government initiatives supporting Macao. Multiple MSAR government departments, along with various enterprises, organisations, and businesses, set up 48 booths, introducing Macao’s tourism, commerce, culture, gastronomy, cultural and creative industries, sports, and entertainment, attracting over 330,000 visitors.

In 2024, MGTO organised large-scale promotional activities in Japan, Singapore, Indonesia, South Korea, Thailand, and Malaysia, and partnered with local travel agencies to offer special travel packages catering to different traveller needs. These six overseas roadshows attracted over 880,000 participants. Concurrent Macao “Tourism + Conventions and Exhibitions”, product information sessions and business matching sessions were held for local industry professionals, creating a platform to facilitate enhanced cooperation between overseas and Macao industry players, with a total of approximately 600 participants. In addition, MGTO participated in 20 major international and regional tourism exhibitions to maintain Macao’s tourism visibility.

Mainstream Media, Travel Influencers and Social Media Promotions

MGTO collaborated with influential international mainstream media outlets, reaching major visitor source markets worldwide, with a total promotional exposure of approximately 46,211,000. MGTO also partnered with major travel platforms, celebrities, and social media influencers to promote Macao's tourism image. A total of 360 celebrities, artists and influencers from Europe, the Americas, the Middle East, Southeast Asia, South Korea, Japan, India, the Chinese mainland, and Hong Kong, as well as 1,219 travel trade and media representatives, were invited to Macao in 2024, to promote Macao's brand new "Tourism +" elements.

In August, MGTO launched the "Experience Macao Limited Edition" large-scale international marketing campaign, rolling out a series of promotional activities in key international markets, including Indonesia, Malaysia, Thailand, the Middle East, and English-speaking regions. A total of 34 renowned celebrities and influencers from these countries and regions were invited to participate in the campaign, generating 4.4 billion impressions. The MGTO's Facebook and Instagram accounts gained 650,000 new followers, with 90,000 participations in related online games. The associated press releases were published and reposted by nearly 3,384 international media outlets, with an estimated total media reach exceeding 1.14 billion.

Globally, MGTO has 28 social media accounts spanning WeChat, WeChat mini program, WeChat Channels, Weibo, Douyin, Xiaohongshu, Facebook, Instagram, Youtube, Tiktok, X (formerly known as Twitter), Kakao and Line, with a total of more than 9.23 million followers, providing visitors with up-to-date information on Macao's latest festivals, events, and tourism products.

Publicity on Intensive Cooperation between Guangdong-Hong Kong-Macao Greater Bay Area and Hengqin-Macao

Tourism promotion agencies in Guangdong, Hong Kong, and Macao continued to launch a series of joint promotional initiatives in the Chinese mainland and overseas, to build the Guangdong-Hong Kong-Macao Greater Bay Area tourism brand. These initiatives included setting up joint Guangdong-Hong Kong-Macao booths at major travel fairs in the three regions. In September 2024, the "GBA – Connecting Great Experiences" event was held in Jakarta, Indonesia, showcasing new tourism elements of the three regions and encouraging the industry to develop innovative multi-destination travel products.

Celebrities and artists from South Korea, Malaysia, and Indonesia were invited to film Greater Bay Area travel programmes, promoting the region through television channels and social media platforms across Southeast Asia.

In 2024, MGTO collaborated in various promotional activities with the Economic Development Bureau of Guangdong-Macao Intensive Cooperation Zone in Hengqin, to promote the Macao-Hengqin tourism destination. These included setting up Hengqin booths at the "Shaanxi Xi'an Macao Week", the six overseas "Experience Macao" roadshows and the Hong Kong roadshow; participating in tourism promotion presentations; and organising field trips to Hengqin for overseas travel trade representatives.

Capitalising on the new policy allowing Chinese mainland residents on Macao-Hengqin tour

groups multiple entries and exits between Macao and Hengqin, the two bureaus partnered with industry partners from both regions to organise “Macao-Hengqin Tourism Promotion Seminar” in Guangzhou, Beijing, and Changsha in May and July, to promote the policy to Chinese mainland travel agencies and jointly expand the Chinese mainland visitor source market.

Ongoing promotion of Macao · Creative City of Gastronomy

The theme of “Experience Macao Unlimited” monthly highlights promotional video series in June was “Tasty June”, highlighting Macao’s designation as a “Creative City of Gastronomy”. Coinciding with Sustainable Gastronomy Day on 18 June and the inaugural “International Cities of Gastronomy Fest, Macao” in mid-June, MGTO produced a short film showcasing Macao’s culinary heritage and promoting sustainable development in the local food and beverage industry.

In 2024, MGTO launched promotional videos featuring different districts in Macao, guiding visitors to explore various attractions and promoting the rich tourism resources, historical heritage, and culinary offerings of different communities. In collaboration with Teledifusão de Macau (TDM), MGTO produced a series of community tourism promotional videos titled “Experience Macao’s City Walks”, promoting the unique cuisine and local customs of each district. MGTO also promoted Macao’s “Tourism+” elements to users through newspaper mobile apps.

Macao the Ultimate Guide and “What’s On Macao” have been published by MGTO to introduce Macao’s local cuisine. A “Halal Food” page was also added to the MGTO website to showcase Macao as a Muslim-friendly tourist destination with diverse culinary offerings.

Through Guangdong Radio and Television, MGTO produced “Exploring Macao”, a series of programmes exploring the historical and cultural background of Macao cuisine and featuring stories of accredited restaurants. The five-episode series aired during prime time on Guangdong Television and on the iQIYI platform from mid-November to December 2024, with each episode ranking among the top ten nationwide in viewership ratings. MGTO also collaborated with China Central Television (CCTV) on the second season of “Macau Dual Lanes”, focusing on the retail sector and incorporating Macao’s unique culinary scene, to create a programme integrating retail culture experiences and tourism. This programme delved into the development of Macao’s retail industry and featured personal stories. The first episode premiered on 22 December 2024 on CCTV-2 (Finance Channel), and was simultaneously released on new media platforms such as CCTV.com and CCTV.com Finance.

The “Celebration of the 25th Anniversary of the Establishment of Macao cum the 12th Macao International Travel (Industry) Expo” was organised by MGTO and held from 26 April to 28 April 2024. It featured “Gastronomy Pavilion” and “The Cellar” zone, to strengthen the “Tourism + Gastronomy” integration.

In 2024, the “Taste of Macao” Food Promotion Subsidy Programme, launched by MGTO, supported eight events, which attracted more than 770,000 participants and over 390 directly-engaged merchants.

Through public-private partnership, MGTO supported integrated resort and leisure enterprises with organising 12 food and wine cultural events in 2024, attracting over 375,900 participants.

International gastronomy lists and food-themed events were introduced to Macao, enriching the city's identity as a Creative City of Gastronomy. MGTO also supported the organisation of four culinary and cultural exchange events – including the Macao International Cultural and Culinary Festival (Hengqin) cum 5th Guangdong-Macao Cultural and Culinary Tour and the 4th Macao-Qingdao Beer & Cultural Festival and Macao-Qingdao Week, which attracted over 160,000 participants.

Promoting Intangible Cultural Heritage Elements

Intangible cultural heritage elements were incorporated into tourism promotional videos, to showcase various intangible cultural heritage traditions and crafts. For example, the 2024 monthly highlights promotional videos, creative short videos, and Coloane community tourism promotional videos featured intangible cultural heritage elements such as Cantonese Opera, the Feast of the Drunken Dragon, the A-Ma Beliefs and Customs, Macanese Gastronomy cooking techniques, and folk dances, promoting the inheritance of traditional culture.

Licensing and Industry Management

In 2024, MGTO issued three licences for hotels and 21 licences for catering premises, and followed up regarding applications for various licences. In 2024, MGTO conducted 2,742 inspections of licensed premises and activities under its supervision, 1,615 inspections of boundary crossing checkpoints and tourist attractions, and 296 random inspections of inbound tours from the Chinese mainland. Regarding combating illegal accommodation, 186 units were closed to visitors in 2024.

With the increase in the number of inbound tourists in 2024, MGTO has continued to inspect tourist attractions, border ports and venues that are under its supervision. In addition, MGTO has strengthened joint inspections with related authorities, conducted publicity and education campaigns targeting tourists, and continued closely liaising with members of the tourism industry, to ensure the quality of tourism services.

Also in 2024, MGTO introduced several new permit-related online services. By establishing data sharing mechanisms with other government departments, MGTO further streamlined the administrative procedures for permit applications and improved processing efficiency.

Financial Support Programme

The Financial Support Programme was launched by MGTO in 2024, to provide funding to assist Macao organisations with developing diverse tourism activities, and support the organisation of “Tourism+” projects. Through the “Travel around Macao” Community Tourism, “Taste of Macao” Food Promotion, and “Waterfront Fun” Maritime Tourism, local organisations were encouraged and subsidised to organise diverse tourism activities and projects that capitalised on tourism resources including community, culture, history, branded tourism events, food and maritime, to drive development of the tourism economy. As of 31 December 2024, the three financial support schemes have supported a total of 41 events, attracting over 1,400,000 participants and benefitting over 2,200 merchants.

“Stay Chill, Play Cool – Macao!” Project

In 2024, MGTO installed “PIGPI” IP installations, “Trendy Tour of Macao” cultural and creative installations, and “Hello Ruas de Macau” text installations at eight locations in the Northern District. A large inflatable installation featuring “Mak Mak” was set up in the Central District, complemented by the “Stay Chill Macao Market” and “Stay Chill Play Cool Summer Treats” events, which attracted over 72,000 participants and involved around 140 businesses.

“Travel & Learn” Itinerary Planning Competition

In 2024, MGTO launched the “Travel and Learn” Itinerary Planning Competition, inviting submissions based on the themes of “National Education,” “Bridging the Past and Present,” and “Cultural and Heritage Exploration”. The competition encouraged participants to develop creative itineraries that explored Macao’s resources and potential for study tours, providing the industry with opportunities to develop more diverse tourism products and promoting the “Tourism + Education” market. A total of 69 entries were received in the student category and 117 in the open category.

Macao Tourism Mascot “Mak Mak”

MGTO launched the “Mak and Greet” project, set up a social media page for “Mak Mak”, and arranged for “Mak Mak” to participate in tourism activities organised by public and private organisations and community groups. In 2024, “Mak Mak” participated in 61 tourism promotions, interacting with more than 600,000 visitors.

Macao Grand Prix Museum

In 2024, the Macao Grand Prix Museum collaborated with LEGO® Hong Kong for the first time, to host the Macao Grand Prix Museum x LEGO® Speed Champions special exhibition, featuring a specially designed and built 1:1 scale Formula 3 racing car model as a new exhibit. The museum also added a “Lynk & Co 03 TCR” racing car to its collection, and upgraded the “Into the World of Motor Racing” exhibition zone with a large LED display wall and interactive multimedia games, showcasing the historical evolution of the Guia Circuit.

In November 2024, the Macao Grand Prix Museum partnered with several integrated resort and leisure enterprises, to launch a series of Grand Prix-themed activities during the Grand Prix month, including exhibitions of drivers’ memorabilia, driver sharing sessions, and a book launch. Throughout the year, the museum welcomed 156,578 visitors, including 7,517 visitors in 299 groups.

Business Tourism

The 12th Macao International Travel (Industry) Expo

Hosted by MGTO, supported by the Ministry of Culture and Tourism of the People’s Republic of China and organised by the Macau Travel Agency Association, the “Celebration of the 25th anniversary of the establishment of Macao cum the 12th Macao International Travel (Industry)

Expo” was held from 26 April to 28 April 2024. Themed “Meet at MITE: Discoveries, Networking, Interactions!”, the event was the largest MITE to date, bringing together industry players from around the world for networking and business discussions. The expo showcased a wide range of offerings, including tourism, Big Health, modern financial services, high technology and new technology, conventions and exhibitions, culture and sports, cultural and educational tourism, gastronomy, wine, and merchandise sales, deepening the cross-sector integration of “Tourism +”.

With a total floor area of 30,000 square metres, the event featured 668 exhibitors from 54 countries and regions in 1,353 booths, and a total of 502 invited buyers from international markets, the Chinese mainland, and the Greater Bay Area, resulting in 55 contract signings and 13,386 on-site and 1,482 online business matching sessions. The Expo attracted over 37,000 visitors.

During the Expo, over 20 livestreams were broadcast on 10 social media platforms and 123 promotional posts were published, reaching over 12.45 million views and reads.

PATA Annual Summit 2024

MGTO hosted the Pacific Asia Travel Association (PATA) Annual Summit 2024 from 15 May to 17 May 2024, bringing together about 450 participants from approximately 30 countries and regions. The key event – PATA International Conference, with the theme “Reimagining Tourism” – featured over 20 sessions with insights shared by more than 40 speakers. Approximately 150 guests and industry representatives from Macao attended the summit.

Travel Stimulus Programme

The Travel Stimulus Programme – which combines elements of incentive travel, student travel, wedding travel and sports travel – was renewed by MGTO in 2024, and handled a cumulative total of 31 cases, benefiting 12,025 travellers.

Macao-Hengqin Travel Stimulation Programme

On 1 January 2024, MGTO and the Economic Development Bureau of Guangdong-Macao Intensive Cooperation Zone in Hengqin jointly launched the Macao-Hengqin Travel Stimulation Programme, initially targeting incentive travel for business travellers. In addition, to celebrate the 75th anniversary of the founding of the People’s Republic of China, the 25th anniversary of Macao’s return to the motherland, and the 3rd anniversary of the establishment of the Cooperation Zone, a trial version of the Macao-Hengqin Travel Stimulation Programme was held from 1 October 2024 to 31 March 2025, with the aim of attracting business travellers from home and abroad, encouraging them to experience the rich tourism resources of Macao and Hengqin, and promoting the synergistic development of tourism between the two destinations. As of 31 December 2024, two applications for the programme had been completed, benefiting a total of 410 travellers.

Events and Festivals

In 2024, MGTO organised various branded events and festivals, to showcase the diverse appeal of

“Tourism + Events” and enhance Macao’s image as a world centre of tourism and leisure.

“2024 Chinese New Year Activities” Community Roadshow

MGTO organised the “2024 Chinese New Year Activities” community roadshow on 10 February and 11 February (the first and second days of January on the lunar calendar), with 17 performances in various districts of Macao. Performing teams from local and overseas were invited to perform at designated locations, attracting about 190,000 participants.

Celebrations of the 25th Anniversary of the Establishment of the Macao SAR – Parade for Celebration of the Year of the Loong 2024

Presented by MGTO in collaboration with government departments, local organisations and six major integrated leisure and tourism enterprises under the guidance of Ministry of Culture and Tourism, two parades of floats and two exhibitions of the parade floats were held from 12 February to 25 February 2024, featuring 15 floats and about 1,000 local and overseas performers, which gave spectacular performances for audiences. Two exhibitions were held, at the Fisherman’s Wharf outdoor car park and Tap Seac Square. The parades and exhibitions attracted more than 435,000 spectators, with a cumulative media reach of 32 million across various promotional platforms and clicks totalling 100,000.

Chinese New Year 2024 Fireworks Displays

MGTO held the Chinese New Year fireworks displays on 12 February, 16 February and 24 February 2024 at the waterfront opposite the Macau Tower, with each of the three displays lasting 15 minutes, to bring evening entertainment to tourists and citizens on the third day of the Chinese New Year, the Common Man’s Birthday and the Lantern Festival, and brighten the festive spirit.

International Cities of Gastronomy Fest, Macao

To celebrate the 75th anniversary of the founding of the People’s Republic of China and the 25th anniversary of the establishment of the Macao SAR, and to join the global celebration of Sustainable Gastronomy Day on 18 June, MGTO organised a large-scale international gastronomy and culture event, “Celebration of the 25th Anniversary of the Establishment of the Macao SAR – International Cities of Gastronomy Fest, Macao”, from 14 June to 23 June. The event invited 29 Cities of Gastronomy from around the world, including Macao and seven Creative Cities in other categories from the Chinese mainland.

The event featured three key highlights – the “International Gastronomy Promenade”, “City of Gastronomy Showcase” and “International Gastronomy Forum, Macao”, attracting approximately 107,000 participants. The total exposure of the official social media accounts exceeded 28.4 million.

The 32nd Macao International Fireworks Display Contest

MGTO presented the 32nd Macao International Fireworks Display Contest in Celebration of the

75th Anniversary of the Founding of the People’s Republic of China and the 25th Anniversary of the Establishment of the Macao Special Administrative Region on 14 September, 15 September, 21 September, 1 October (National Day) and 6 October. Ten fireworks teams – from Canada, Thailand, Russia, France, Spain, the Philippines, China, Italy, Japan, and Portugal – gave ten spectacular fireworks displays of audiovisual delight to residents and visitors over five evenings, attracting a total of 722,000 spectators. A series of related activities were also organised, including a Chinese slogan writing competition, a photography competition, and a drawing competition. Online promotions generated 88.39 million impressions, while traditional promotions reached over 52 million people.

“World Tourism Day” Tray Race

To celebrate the annual World Tourism Day on 27 September, the MGTO organised the 2024 World Tourism Day Tray Race in Celebration of the 25th Anniversary of the Establishment of the Macao SAR at the Ruins of St. Paul’s. In all, 225 participants from 34 hotels or restaurants in Macao took part in the competition.

Light Up Macao 2024

MGTO held Light Up Macao 2024 in Celebration of the 75th Anniversary of the Founding of the People’s Republic of China and the 25th Anniversary of the Establishment of the Macao Special Administrative Region with the theme “Symphony of Time and Space” from 7 December 2024 to 28 February 2025, presenting a diverse array of projection mapping performances, light installations, interactive installations and various events, in 23 locations across six districts spanning communities on the Macao Peninsula to Taipa and Coloane.

Artists and design teams from eight UNESCO Creative Cities of Design – Beijing, Shanghai, Chongqing, Shenzhen, Nagoya (Japan), Mexico City (Mexico), Montreal (Canada), and Sydney (Australia) – as well as artists and teams from Macao, Hong Kong, Portugal, and New Zealand were invited to create flagship installations in various districts. In addition, MGTO continued to solicit outstanding projection mapping works from Macao for exhibition.

Fireworks Show in Celebration of the 25th Anniversary of the Establishment of the Macao Special Administrative Region

On 25 December, MGTO presented a fireworks display to celebrate the 25th anniversary of the establishment of Macao. A total of 21,670 fireworks were launched from three barges with laser effects in a 15-minute display centred around five themes, showcasing Macao’s vision of harmonious integration and prosperity.

Quality Tourism Services Accreditation Scheme

In 2024, 390 merchants were accredited under the scheme across the catering, travel agency and retail sectors, with 312 in the catering sector, 44 in the travel agency sector, and 34 in the retail sector.

Regional and International Cooperation

Regarding international cooperation, in 2024, the MGTO continued actively participating in various online and offline conferences, seminars and events organised by international tourism organisations, thereby enhancing Macao's participation and popularity in international tourism-related activities.

For example, the MGTO attended events including:

- The 2nd UN Tourism Regional Conference on Women's Empowerment in the Tourism Sector in Asia and the Pacific (in May);
- The 5th Meeting of the Committee on Matters Relating to Affiliate Membership (in June);
- The 36th Joint Meeting of the Regional Commission for East Asia and the Pacific and the Commission for South Asia cum the 1st UN Tourism Regional Forum on Gastronomy Tourism for Asia and the Pacific (in June); and
- The 18th UN Tourism Asia/Pacific Executive Training Programme on Tourism Policy and Strategy (in October).

Also, as a member city of the UNESCO Creative Cities Network (UCCN), MGTO organised the International Gastronomy Forum, Macao and the Exchange Meeting for UCCN Creative Cities Network Members (in June); participated in the UNESCO Creative Cities of Gastronomy Annual Conference 2024 (in May), and the UNESCO Creative Cities Network Annual Conference (in July); and coordinated Macao's participation in various events and collaborative projects held both within and outside the region.

The MGTO also attended:

- The PATA Annual Summit 2024 (in May);
- The PATA Annual General Meeting (in June), online;
- The PATA Travel Mart 2024 (in August); and
- The PATA Gold Awards 2024 sponsored by MGTO (in August).

Regarding Asia-Pacific Economic Cooperation (APEC), the MGTO participated in:

- The 63rd APEC Tourism Working Group Meeting (in June); and
- The 64th APEC Tourism Working Group Meeting (in October).

The MGTO also attended the World Tourism Cities Federation Changsha Fragrant Hills Tourism Summit 2024 (in October), and actively participated in meetings of various international business tourism organisations online. In addition, MGTO attended the 49th Portuguese Association of Travel and Tourism Agencies (APAVT) National Congress (in October).

Regarding regional cooperation, the MGTO:

- Participated in the 2024 implementation meeting of Culture and Tourism Development Plan for Guangdong-Hong Kong-Macao Greater Bay Area (in November);
- Signed the Strategic Cooperation Framework Agreement between the Department of Culture and Tourism of Hebei Province and the Macao Government Tourism Office (in March);
- Signed the Tourism Exchange and Cooperation Project Agreement between the Macao

- Government Tourism Office and the People’s Government of Xiushui County (in March);
- Signed the Tourism Cooperation Framework Agreement between the Department of Culture and Tourism of Guangxi Zhuang Autonomous Region and the Macao Government Tourism Office (in May); and
- Signed the Memorandum of Tourism Cooperation between the Department of Culture and Tourism of Shaanxi Province and the Macao Government Tourism Office (in September).

Tourism Training

Tourism and related industries employ a significant proportion of Macao’s total workforce. The Government attaches great importance to training people employed in the tourism sector; it offers training courses for various tourism-related professionals through Macao University of Tourism.

Macao University of Tourism

Established in 1995, Macao University of Tourism (UTM), formerly known as the Institute for Tourism Studies (IFT), is a public tertiary education institute that provides degree and professional training programmes in tourism, and is the world’s first tertiary educational institution to be granted TedQual Certification by the UNWTO.

UTM offers bachelor’s degree, master’s degree and doctorate education together with continued and international certificate programmes, covering hotel services, tourism, culture and heritage, conventions and exhibitions, commerce, brand and marketing, smart technologies, culinary arts, food and beverage, leisure and entertainment, sports and recreation, cultural and creativity, communication and languages. UTM also cooperates with renowned overseas colleges and training institutions to offer advanced management courses. In addition, UTM has been commissioned by the Government and other institutions to conduct policy research on tourism planning and development.

In 2017, UTM was the world’s first higher education institution to pass the International Quality Review (IQR) by the UK’s Quality Assurance Agency for Higher Education (UKQAA). In 2022, UTM passed the renewal of the IQR accreditation, making it world’s first higher education institution to receive this renewed accreditation. UTM was ranked in QS World University Rankings by Subject 2024 as the third best and the best higher education institution in Asia and Macao, respectively, in the field of hospitality and leisure management, and the 12th best higher education institution in the world in this field.

The Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area proposes building a tourism education and training base for the Guangdong-Hong Kong-Macao Greater Bay Area, by capitalising on Macao’s strengths in tourism education and training, and its tourism development experience. In December 2019, UTM was licensed by the Ministry of Culture and Tourism as a trustee unit of the Tourism Education and Training Base for the Guangdong-Hong Kong-Macao Greater Bay Area, to train talent.

UTM has partnered with top Swiss institutions to offer “3+1 Dual Bachelor Degree” and Certificate Programmes and a “4+1 Progression Pathway” programme, and launched a “1+1 Dual Master’s Degree Programme” with the University of Queensland, Australia, and the University of

Surrey, United Kingdom, to nurture global management talents for the tourism industry.

Tertiary Education

UTM offers bachelor's degree, master's degree and doctorate programmes to serve the development strategy of "1+4" appropriate economic diversification and meet Macao's demands for management talents.

The programmes in place during the 2023/2024 academic year were as follows:

The UTM's diploma and degree programmes admitted 609 undergraduate, postgraduate and doctoral students during the 2023/2024 academic year, with 1,869 registered students (including exchange students in the first semester and undergraduate students in the second semester) enrolled in the following degree programmes at the beginning of the academic year:

Degree Programmes	Diploma and Degree Programmes
(Taught in daytime, English as medium of instruction)	(Taught in the evening, Chinese as medium of instruction)
(1) Culinary Arts Management	(1) Hotel Management
(2) Heritage Management/ Cultural and Heritage Management	(2) Tourism Event Management
(3) Hotel Management	(3) Tourism Retail and Marketing Management
(4) Tourism Business Management	
(5) Tourism Event Management	
(6) Tourism Retail and Marketing Management	
Master of Science Programmes (English as medium of instruction)	Master of Philosophy Programmes (English as medium of instruction)
(1) Digital Marketing and Analytics (2) Hospitality and Tourism Management (3) International Food and Beverage Management (4) International Gastronomy Management (5) International Hospitality Management (6) International Tourism Management (7) Smart Technologies in Hospitality and Tourism	(1) International Hospitality and Tourism Management
Doctor of Philosophy Programme (English as medium of instruction)	
Hospitality and Tourism Management	

Non-degree Education

In the 2023/2024 academic year, about 17,000 students received training and assessments by the Institute of Executive and Professional Development of UTM. UTM collaborates with various international certification bodies to offer certificate and accreditation programmes, which are widely recognised by the tourism and hospitality industry both locally and internationally. In addition to the existing programmes, the Institute of Executive and Professional Development offered 177 new courses in the 2023/2024 academic year. The institute also regularly collaborates with public and private sector organisations in Macao to tailor-make a variety of vocational training programmes.

The Institute of Executive and Professional Development of UTM is also one of the course providers under the Continuing Education Programme launched by the MSAR Government's Education and Youth Development Bureau. In total, 306 courses were approved for the 2023/2024 academic year, benefiting about 2,284 students.

Regarding international exchanges and cooperation, as at August 2024, UTM had built connections with 199 schools, institutions and organisations (160 of which are non-local) in 33 countries and regions, including China (Macao, the Chinese mainland, Hong Kong and Taiwan Region), countries in the Asia-Pacific region, Europe, America and Canada, to actively promote academic and cultural exchanges.

UTM has actively expanded its collaboration with partners in the Chinese mainland and overseas. In the 2023/2024 academic year, newly established non-local partners included the Sanxiang Town People's Government, Zhongshan City, Chengdu University, the People's Government of Xiushui County in Jiujiang City, Jiangxi Province, Shanghai Business School, Dongbei University of Finance and Economics, Shenzhen Polytechnic University, Guangdong Technical College of Light Industry, Jinan University, Weifang No.1 Middle School in Shandong Province, the Henan Provincial Administration of Cultural Heritage, Foon Yew High School (Johor Campus), Malaysia, Foon Yew High School (Kulai Campus) in Malaysia, Chinese Teachers (Thailand) Association, the Asian Institute of Technology, Thailand, and the University of Surrey, United Kingdom.

In the 2023/2024 academic year, a total of 53 undergraduate students participated in internships and exchanges outside Macao, with 34 of the students participating in online exchange programmes in semester-long exchange programmes in the Chinese mainland, Taiwan, the Netherlands, Japan, the UK, France, South Korea, Australia, Canada, and Malaysia; 26 students took part in seven exchange programmes under the Ten Thousand People's Scheme; 121 students participated in 21 summer programmes or exchange activities in France, Austria, South Korea, the Chinese mainland, and Hong Kong; and 38 students participated in three competitions in the Chinese mainland.

In the 2023/2024 academic year, UTM strengthened its collaboration with Swiss Hotel Management School, César Ritz Colleges Switzerland, and Culinary Arts Academy Switzerland, launching a "4+1 Progression Pathway" master's programme. Upon successful completion of their bachelor's degree at UTM, eligible students can apply for direct entry into master's degree programmes at the Swiss institutions. A "1+1 Dual Master's Degree Programme" was also launched in partnership with the University of Surrey, UK, in which students can receive master's degrees from both UTM and the University of Surrey upon fulfilling the programme requirements.

The “1+1 Dual Master’s Degree Programme” launched in 2022 with the University of Queensland, Australia, allows students to receive master’s degrees from both UTM and the University of Queensland upon fulfilling the programme requirements. In the 2023/2024 academic year, two UTM students participated in the programme and studied at the University of Queensland.

Tourism Resources

Boasting a brilliant and fascinating history encompassing 400 years of cultural exchanges 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.

Churches

Ruins of St Paul’s

The Ruins of St Paul’s, the surviving facade of St Paul’s Church, is Macao’s landmark. Designed by a Spanish Jesuit, construction of the original church began in 1602, and it was completed between 1637 and 1640.

St Paul’s Church has been destroyed by fire three times, but fortunately its original facade remained standing. The facade has since been repaired many times, and is now generally known as the Ruins of St Paul’s.

St Paul’s Church is a delicate mixture of European Renaissance and Eastern architectural styles. The Museum of Sacred Art and Crypt was built at the location of the church, and houses collections paintings, sculptures and ceremonial decorations from churches and abbeys.

The Chapel of Our Lady of Guia

Originally built in 1622, the Chapel of Our Lady of Guia is the oldest building on Guia Hill. A project to enlarge it was carried out in 1637 and was completed in 1638. The Portuguese dedicated the church to the protector of seafarers. The interior preserves features that were common in 17th century Portuguese abbeys.

In 1996, a mural was discovered inside the church; this is a rarity in the churches of southern China.

St Anthony’s Church

The oldest church in Macao, St Anthony’s Church, was built by the Society of Jesus between 1558 and 1560. Catholics regard St Anthony as the patron saint of marriage, so locals also call it the “Wedding Church”.

St Augustine's Church

St Augustine's Church was built in 1591, and is one of the oldest churches in Macao. The church underwent considerable changes and assumed its present form when it was restored in 1874.

St Dominic's Church

St Dominic's Church stands on part of the former site of St Dominic's Convent. In 1587, Spanish friars built the original church, which was dedicated to Our Lady of the Rosary. It was initially built of camphor wood, and later restructured with stucco bricks and cream-coloured stones. The architecture is in Portuguese style, which was popular in the Orient in the 17th and 18th centuries.

In the main chapel stands a statue of Our Lady of Fatima, from which the Parade of the Virgin commences on 13 May each year. Believers march to Penha Hill to commemorate the Virgin Mary's appearance in Fatima, Portugal. There is a museum of sacred art inside the chapel. The collection includes religious items of artistic value, as well as scriptures and carved wooden representations of saints.

Every year, the Macao Orchestra and guest orchestras from around the world choose St Dominic's Church as a performance venue, for mainly holding vocal and religious music shows.

St Lawrence's Church

St Lawrence's is one of Macao's most famous large churches. Built in the middle of the 16th century, it has undergone several restorations, and its present construction was completed in 1846. The Portuguese, who were great mariners and navigators, believed that St Lawrence offered protection and bestowed the gift of the wind.

Hermitage of Our Lady of Hope

The Hermitage of Our Lady of Hope, also called St Lazarus's Church, is the first cathedral built after the establishment of the Macao Diocese. Before the present cathedral was built, whenever a new bishop arrived in Macao to take up office, he first had to come to St Lazarus's Church to receive his crosier before he could exert his power. Consequently, this church is especially holy among Catholics in Macao. The present structure of St Lazarus's Church remains as it was in 1885.

The Cathedral

The Cathedral was built in 1576 and was originally a simple wooden structure. Between 1844 and 1850, Catholic parishioners collected donations to rebuild the church and enlarge it to its present size. Many major events in the Church's calendar centre on the Cathedral, especially during Easter. In addition to the procession of Our Lord of Passion, a solemn parade takes place on Good Friday and special masses are held on Easter Sunday.

Fortresses

Mount Fortress

Mount Fortress is one of Macao's major tourist attractions. Work on its construction began in 1617, during the reign of Emperor Shenzong of the Ming Dynasty, and it was completed in 1626. Mount Fortress was originally used by the Church to protect the clergymen of St Paul's Church from pirate attacks. It was later turned into a military installation. In the past, the fortress stood high above the city centre of Macao, and it was regarded as an important part of its defensive fortifications. It has now become a heritage site and witness to history.

Mount Fortress occupies about 8,000 square metres. The ancient fortress tower was once an office of the Society of Jesus. It was also used as the office of the Macao Meteorological and Geophysical Bureau, and it has since been rebuilt as the Museum of Macao. At the entrance, a stone carving records the fort's military successes in defending the city against invasions.

Mong Ha Fortress

Construction of Mong Ha Fortress began in 1849. It covers an area of 650 square metres. The fortress was once a barracks for African Portuguese soldiers stationed in Macao, and was called "Black Ghost Fortress". After the former Portuguese administration withdrew its Macao garrison during the 1970s, the barracks were abandoned. In the 1980s, Mong Ha Fortress was renovated and became the Government-owned Tourism School, now known as the Macao University of Tourism.

St Francis Fortress

St Francis Fortress was constructed in 1622. In 1584, Spanish clergymen built St Francis Convent on the site behind the fortress; subsequently, the convent was converted into a barracks. In the 20th century, after Portuguese soldiers withdrew from Macao, the barracks became the headquarters of the security forces in charge of the Marine Police, Public Security Police and Fire Service.

Guia Fortress

Guia Fortress occupies about 800 square metres. Its construction began in 1622, and it was expanded from 1637 to 1638. It was formerly valued for military purposes, because of its position overlooking the entire peninsula. It was therefore classified as a restricted military area until 1976, when the Portuguese army left. It was then turned into a tourist spot, and its appearance has been kept intact until now.

The Chapel of Our Lady of Guia was built in the fortress in 1622. Adjacent to the hermitage is the 13-metre-high Guia Lighthouse, which was built in 1864, and is one of the oldest lighthouses in the Far East. It resumed service in 1910 and has been guiding seamen ever since, with a visibility of 25 nautical miles from Macao.

When a typhoon approaches, typhoon signals are hoisted on the side of the lighthouse to warn nearby residents.

Barra Fortress

Barra Fortress, also called Pousada de S. Tiago Fortress or Sai Van Fortress, was built in 1622. It was an important fortress for protecting Macao's Inner Harbour. Inside the castle is the Chapel of St James. In 1981, the castle was converted into a hotel, while retaining its old characteristics.

Three Ancient Grand Temples

Macao's famous grand temples are the A-Ma Temple, Pou Chai Buddhist Monastery and Temple, and Lin Fong Temple. Many visitors are attracted to these temples, because of the different generations and backgrounds they represent, and because of the gods to whom they are dedicated.

A-Ma Temple

The A-Ma Temple is one of the most famous tourist attractions in Macao and the oldest of Macao's three ancient grand temples.

Built in the Ming Dynasty, the A-Ma Temple was originally called the "A-Ma Pavilion" or "Tin Hau (Heavenly Queen) Temple" by local people. The entire temple consists of four main structures: the Stone Hall, the Main Hall, the Hong Ren Hall and the Kun Iam Pavilion. This ancient structure is distinguished by its traditional Chinese cultural characteristics.

Between Hong Ren Hall and Kun Iam Pavilion, there are many stone inscriptions along the cliff path written by celebrities, statesmen, poets and scholars and engraved in different calligraphic styles.

Pou Chai Buddhist Monastery and Temple

Built in the late Ming Dynasty, Pou Chai Buddhist Monastery and Temple is also called Kun Iam Tong Temple. The Buddhist monastery is built in the ancient Chinese architectural style of Hui Fei, resembling ancient Chinese temples on famous mountains.

The first large hall in the monastery is dedicated to the Three Precious Buddhas, the second to the Buddha of Longevity, and the third to Kun Iam. Besides the large halls, there are also some other buildings, such as the western hall, the eastern hall, the backyard garden, and so forth. Such a large Buddhist temple complex is unusual in Macao and Hong Kong.

Many collections of paintings, items of calligraphy and antiques by famous masters are housed in the temple. They include the works of Gao Jianfu, a famous painter of the Ling Nan (Guangdong and Guangxi areas) school, and his student Guan Shanyue; Chen Gongyin, who ranked among the three great poets in Ling Nan; and the famous scholar Zhang Taiyan; as well as inscriptions by ancient celebrities such as Mi Fu, Dong Qichang, and Liu Yong. The unequal Treaty of Wanghia between the United States of America and the Qing regime of China was signed in the temple garden.

Lin Fong Temple

Built in the Ming Dynasty, Lin Fong Temple is one of the most famous temples in Macao. Formerly

named the “Tin Fei Temple”, Lin Fong is a comparatively small monastery and temple dedicated to Tin Hau. Since the Qing Dynasty, it has been expanded and renovated from time to time, and has gradually been expanded to its present size.

In the middle of the 19th century, Lin Zexu, a Qing Dynasty imperial commissioner, received Portuguese officials in Lin Fong Temple during his temporary residence in Macao.

As well as the three ancient grand temples, there are many other old temples in Macao, such as the Na Tcha Temple, Hong Kung Temple, Tam Kung Temple, Bhaisajjaraja Bodhisattva Buddhist Monastery (Yeok San), Chu Lam Chi Buddhist Monastery, Sam Po Temple, Po Tai Buddhist Monastery, Lin Kai Temple, Pak Tai Temple and Tin Hau Temple.

Cybernetic Fountains

Macao has a cybernetic fountain at Nam Van Lake. The fountain comprises various spouts and lights for fountain shows. The Municipal Affairs Bureau schedules two musical fountain shows and laser fountain shows on Saturdays and Sundays. More shows are staged during special festivals, such as New Year’s Day, Chinese New Year, the Mid-Autumn Festival and Christmas.

Macau Tower

The Macau Tower Convention and Entertainment Centre, which was funded and constructed by the Sociedade de Turismo e Diversoes de Macau, officially opened on 19 December 2001 as Macao’s new signature landmark. Soaring 338 metres high, the Macau Tower was the tenth-highest freestanding tower in the world and the eighth-highest in Asia when it was completed.

The main observation level is 223 metres above the ground, and consists of four floors. Two floors accommodate an indoor viewing deck, cafe, revolving restaurant and outdoor viewing deck. The indoor viewing deck provides visitors with panoramic views of up to 55 kilometres.

The multifunction convention and entertainment centre integrated with the tower also has four floors containing exhibition and conference facilities.

A-Ma Statue

Located at the top of the Alto de Coloane, the A-Ma Statue is the tallest white marble statue of this goddess in the world. Constructed from 120 white marble boulders and completed on 28 October 1998, it is 19.99 metres in height. The face is carved from a single white marble boulder, and the statue weighs 500 tonnes.

International Sports and Cultural Events

Macao hosts a variety of international sports and cultural events throughout the year. These play an important role in promoting Macao, enhancing its international profile and attracting tourists and visitors.

Macau Grand Prix

The Macau Grand Prix began in 1954, and was originally an amateur sports event for Macao motor racing fans. Today, it has become a major event for the world's leading racing teams.

Every year in late November, world-class drivers and thousands of visitors flock to Macao to join the world's only street track event that includes both a formula touring car race and a motorcycle race, drawing national championship racers from throughout the world to compete for the honour of first prize. Grand Prix street track riders and motorcycle superstars such as Ayrton Senna, Michael Schumacher, David Coulthard, Jenson Button, Kevin Schwantz, Carl Fogarty, Didier de Radigues and Ron Haslam have competed at the Guia Circuit.

Macao International Marathon

The Macao International Marathon seeks to foster sports development, enhance international friendship and promote Macao's sports and tourism industry to the world.

The Macao International Marathon is held every December and is the largest track-and-field event in Macao. The route circles the Macao peninsula and crosses to Taipa and Coloane islands, and has a total length of 42.195 kilometres. Marathon competitors come from all over the world, and include athletes from Macao and Hong Kong as well as famous international track-and-field stars.

Macao International Fireworks Display Contest

The Macao International Fireworks Display Contest is recognised throughout the world. It attracts numerous prominent fireworks companies and is attended each year by large numbers of tourists and Macao residents. The contest provides an opportunity for Macao to showcase its tourism industry and reputation.

The first Macao International Fireworks Display Contest was held in 1989, and was contested by just five teams. The contest has gradually become a major annual tourism event, attracting high standard fireworks companies from countries and regions such as the Chinese mainland, the Philippines, Thailand, Taiwan, Japan, South Korea, Australia, the United Kingdom, Switzerland, France, Germany, Portugal and Spain. The Macao International Fireworks Display Contest is usually held between September and October each year, on the seafront near the Macau Tower.

Other major sports events and cultural activities held in Macao include the FIVB Women's Volleyball Nations League, the Macao Open (Golf Tournament), the annual Macao International Dragon Boat Races, the Macao Arts Festival from March to May, the Macao International Music Festival in October, and Macau Food Festival.

Culinary Delights

Since Chinese and Western cultures coexist in Macao, it offers food that blends culinary influences

from around the world. Different cuisines can be sampled throughout the area, and tourists may taste the regional dishes of Beijing, Shanghai, Sichuan, Guangdong and Taiwan to their heart's content. They can also enjoy authentic cuisines from Portugal, Italy, France, Japan, India, Vietnam, South Korea, Brazil and Thailand.

Regarded as one of the world's unique cuisines, Macanese cuisine is actually a distillation of the culinary arts of Portugal, Africa, India, Malaysia and the Chinese mainland's Guangdong Province. Bacalao balls, African chicken, spicy prawns, Portuguese chicken, stewed duck with herbs, stewed knuckle with red beans, stuffed crab shells, and grilled sardines are celebrated delicacies in Macao.

Macao specialties also include almond cakes, egg rolls, crackers, peanut candy, chicken-shaped pastries, dried preserved fruits and various dried meats, which are tourists' favourites. Clusters of pastry houses and snack shops are found along Almeida Ribeiro Avenue to the Auto Novo Alley, Sao Paulo Road and around the old district on Taipa island.



Macao International Parade



The Macao International Parade, first launched in 2011, has become a signature annual event in Macao. The 2024 edition marked the tenth parade and its return after a four-year hiatus since 2019, coinciding with the 25th anniversary of the establishment of the Macao Special Administrative Region, making it particularly significant. Held on 24 March 2024, the 2024 Macao International Parade promoted the concept of “Love, Peace and Cultural Integration”, featuring over 80 performing troupes from Macao and around the world, with about 1,800 performers. The event was grand and vibrant, attracting widespread attention and participation.

