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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 2025 was 40,069,360, representing an increase of 14.7 percent from the 2024 figure. The number of overnight visitors during the year totalled 16,544,417, representing an increase of 3.1 percent from the previous year, and accounting for 41.3 percent of visitors to Macao. The average length of stay of overnight visitors was 2.3 days, on par with the 2024 figure.

Major Markets

In 2025, the Chinese mainland continued to be the largest market for visitors to Macao with 29,017,164 arrivals, up 18.5 percent year on year, accounting for 72.4 percent of the total number of visitors. Among the Chinese mainland visitors, 15,440,699 (accounting for 53.2 percent of visitors from the Chinese mainland to Macao) travelled to Macao under the Facilitated Individual Travel (FIT) scheme. Hong Kong Special Administrative Region and Taiwan region were the second and third largest markets for visitors to Macao, respectively; compared with 2024, the numbers of visitors from Hong Kong increased by 1.7 percent to 7,300,582, and those from Taiwan region increased by 19.4 percent to 996,140.

The Hotel Industry

According to MGTO statistics, at the end of 2025, 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	45,854
Five-star Luxury Hotels	12	7,724
Five-star Hotels	28	19,612
Four-star Hotels	18	8,930
Four-star Apartment Hotels	2	657

(Cont.)

Hotel Accommodation	Number of Hotels	Number of Rooms
Three-star Hotels	18	6,316
Three-star Apartment Hotels	2	638
Two-star Hotels	25	1,977
Budget Accommodations	45	1,237
Total	150	47,091

In terms of the number of rooms, there were 47,091 rooms in Macao, 45,854 of which were hotel or apartment hotel rooms, accounting for 97.4 percent of the total number of rooms; 27,336 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 2025 was 14,559,900, representing an increase of one percent from the figure in 2024. The average year-round occupancy rate of hotels increased by 3.1 percentage points to 89.4 percent. The average length of stay was 1.7 nights, on par with the 2024 figure.

According to statistics from the Macau Hotel Association, the average room rate for three- to five-star member hotels in 2025 was 1,353.3 patacas, representing a decrease of 3.5 percent from 2024.

Travel Agencies

At the end of 2025, there were 197 licensed travel agencies in Macao, one less than in 2024. A total of 1,851 people held tourist guide licences issued by the MGTO, 25 (1.4 percent) more than in 2024. The language abilities of these tourist guides spanned Cantonese, Putonghua, English, Portuguese, Indonesian, German, Japanese, Korean, Thai, French, Russian, Malay, Hokkien and Chaozhouese.

In 2025, a total of 580,800 Macao residents engaged with travel agent services to travel abroad, representing a slight decrease of 0.8 percent from 2024.

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 2025, MGTO established representative offices in the Hong Kong Special Administrative Region, South Korea and Thailand.

Tourism Planning and Study

MGTO announced the second-stage review report on the Macao Tourism Industry Development Master Plan in September 2025. From 2021 to 2024, among 91 action plans, 77 interim plans (zero to five years) were fully implemented, and 75 reached targets (97.4 percent target achievement rate); among 14 long-term plans (six years or more), 13 were implemented. The 74 action plans (up to 2030) in the second stage review report (20 of which were new) covered tourism products and experiences, quality tourism and collaboration, customer base expansion, urban construction, smart technology, as well as regional and international cooperation.

In 2025, the China Tourism Research Institute completed the review and study of educational tourism for MGTO, formulating service and curriculum guidelines, suggesting resource optimisation, and modifying medium-to-long-term action plans.

Smart Tourism

During the 15th National Games, the 12th National Games for Persons with Disabilities, and the 9th National Special Olympics, held from November to December 2025 in the Macao competition zone, the MGTO introduced indoor barrier-free route navigation at seven competition venues. By leveraging WiFi fingerprinting technology, the service could be accessed via mobile browsers or apps, helping elderly users and others move around the venues more conveniently.

Tourism Promotion

In line with the national policy and the “1+4” appropriate economic diversification strategy, centred on integrated tourism and leisure, the MGTO deepened cross-sector integration of “tourism + convention & exhibitions”, “tourism + culture & creativity”, “tourism + sports” and “tourism + gastronomy”. Using Macao’s World Heritage “the Historic Centre of Macao”, “UNESCO Creative Cities Network (UCCN) - City of Gastronomy”, and “Culture City of East Asia” designations as its calling cards, it promoted Macao’s festive events, culinary delights, and community, cultural and sports activities, enriching Macao’s appeal as a world centre of tourism and leisure.

In response to changes in the composition of visitors, the MGTO has expanded international and long-haul source markets, leveraging big data for precision marketing to promote both quantitative and qualitative growth in the tourism economy. In 2025, visitor arrivals exceeded 40 million for the first time, surpassing the 2019 figure, reflecting the continued positive momentum of high-quality development in Macao’s integrated tourism and leisure sector.

Seize the Opportunities of “Culture City of East Asia” to Deepen the Integration of “Tourism + Culture”

In 2025, Macao was selected as a “Culture City of East Asia”. In response, the MGTO integrates “Culture City of East Asia” elements into both local and overseas promotional campaigns and major local events, while strengthening cultural and tourism exchanges with the Chinese mainland and East Asia.

The MGTO has promoted multiple “cultural walking routes”, guided tours, and community activities centring on the Historic Centre, community cultural spaces, and various cultural facilities. These have also become key themes in promotional videos and overseas marketing campaigns, enhancing the image of cultural tourism.

Diverse Promotional Activities at Home and Abroad

The MGTO intensely developed the Greater China market, while further expanding the international tourist base. In 2025, it organised large-scale promotional activities in Tokyo, Seoul, Lisbon, Bangkok, Kuala Lumpur and Jakarta, and launched tourism products and discounted packages in collaboration with local travel agencies in major markets including the Middle East, Japan, Korea, Indonesia, Malaysia, Thailand, Spain and Germany. It held large-scale “Experience Macao” roadshows in Tokyo, Seoul and Bangkok, exhibiting Macao’s latest “Tourism+” elements.

Macao was recommended by travel industry bodies in Malaysia and Europe as both a “Most Popular International Destination” and a “Recommended Travel Destination in 2025”. Macao also hosted the European Travel Agents’ and Tour Operators’ Associations Summit and the Portuguese Association of Travel and Tourism Agencies Congress, strengthening ties with the European market and expanding long-haul visitor source markets.

The MGTO, in collaboration with cross-boundary coach and ferry operators between Hong Kong and Macao, has launched special transport offers to encourage international visitors to extend their journeys to Macao via Hong Kong, promoting Hong Kong-Macao “twin-destination” tourism and Greater Bay Area multi-destination travel itineraries.

Mainstream Media, Travel Influencers and Social Media Promotions

The MGTO collaborated with influential international mainstream media outlets to launch themed and visual contents on “Tourism+”, “Culture City of East Asia”, festivals, gastronomy and community tourism, further increasing exposure in visitor source markets.

The MGTO, in collaboration with an international media production company, co-organised “CreatorWeek Macao 2025,” bringing together about 250 groups of creators from around the world (with combined followers of nearly two billion). The event generated over 100 million global impressions, showcasing Macao as a youthful, international, and innovative tourism destination. Concurrently, a business forum and Creator Academy were held to promote the development of the local creator economy.

For the Chinese mainland market, in June, the MGTO organised the large-scale promotional campaign “Enchanting Macao”, inviting around 200 popular Douyin influencers (with a combined followers of over 300 million) to visit Macao for content creation and livestreaming. Centred on themes such as local communities, gastronomy and major events, the campaign generated a wealth of creative content, boosting Macao’s online visibility among younger Chinese mainland audiences.

As for the international market, the MGTO launched Indonesian- and Thai-language mini drama series on its official TikTok account for the first time, pioneering tailor-made cultural tourism branded short dramas on the platform and generating strong viewer engagement and binge-watching trends.

It also collaborated with leading global YouTube Shorts creator Alan Chikin Chow to produce a creative short drama, showcasing Macao's cityscape to a global Generation Z audience and expanding the young international visitor market.

The MGTO manages 28 official social media accounts worldwide, including on WeChat, Weibo, Douyin, Xiaohongshu (rednote), Facebook, Instagram, YouTube, TikTok, X (formerly Twitter), Kakao and Line, with combined followers exceeding 10 million. Through multilingual interactive content and a series of short videos, the office promotes Macao's image as a destination for World Heritage, festivals, gastronomy, study tours and Muslim-friendly tourism, while providing real-time updates on the latest travel information and promotional offers.

Capitalising on the New Policy Allowing Chinese Mainland Residents on Macao-Hengqin Tour

Capitalising on opportunities arising through policies such as the opening of the Shenzhen-Zhongshan Bridge, the Zhuhai "one trip per week" scheme, and the "multiple-entry permit" policy in the Guangdong-Macao In-depth Cooperation Zone in Hengqin, the MGTO organised "Experience Macao" roadshows and promotional carnivals in Shenzhen, Zhongshan and Guangzhou, complemented by online promotions and trade engagement. These initiatives showcased products including festivals, family travel, leisure vacations and community tourism, with the aim of attracting visitors from the Greater Bay Area.

The MGTO continued to collaborate with related authorities in the Guangdong-Macao In-depth Cooperation Zone in Hengqin, by setting up joint Macao-Hengqin booths at major roadshows and travel fairs to promote Macao-Hengqin joint tourism products and the advantages of "multi-destination" itineraries. Also, through platforms such as the Macao International Travel (Industry) Expo, it organised delegations of buyers to visit Hengqin, facilitating tourism synergy between the two locations and enhancing the overall attractiveness of the Greater Bay Area.

The MGTO and the Economic Development Bureau of the Guangdong-Macao In-depth Cooperation Zone in Hengqin continued to implement the "Macao-Hengqin Travel Stimulation Programme". By the end of 2025, two applications had been completed, benefiting 166 visitors.

Continuing to Support and Promote "Macao · Creative City of Gastronomy"

In 2025, the MGTO continued positioning the "Creative City of Gastronomy" as one of its core branding pillars, further deepening the cross-sector integration of "tourism + gastronomy".

In July, the "2025 International Cities of Gastronomy Fest, Macao" was held, bringing together representatives from more than 30 UNESCO Creative Cities of Gastronomy in over 20 countries. The event featured the "International Gastronomy Promenade," "City of Gastronomy Showcase," and the "International Gastronomy Forum, Macao." It attracted around 100,000 participants, while total impressions on official social media platforms exceeded 7.8 million.

In line with the Sustainable Gastronomy Day on 18 June, the MGTO produced a video titled "A Taste of Sustainability", showcasing Macao's rich identity as a "City of Gastronomy". It also

produced a promotional video for the “International Cities of Gastronomy Fest, Macao,” highlighting the city’s unique East-meets-West culinary heritage and promoting sustainable development in the local food and beverage industry.

In 2025, in collaboration with Teledifusao de Macau (TDM), the MGTO produced a series of community tourism promotional videos titled “Experience Macao • Savor Diversity”, which covered specialty restaurants to showcase Macao’s culinary delights alongside the unique charm of its local communities.

“Macao: the Ultimate Guide” and “What’s On, Macao” have been published by MGTO to introduce Macao 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 public-private partnerships, the MGTO supported integrated resort and leisure enterprises with organising seven food and wine cultural events in 2025, attracting over 89,000 participants. International gastronomy lists and food-themed events were introduced to Macao. The MGTO also supported the organisation of ten culinary and cultural exchange events including Macao International Cultural and Culinary Festival (Hengqin) and Qingdao International Beer Carnival, which attracted over 165,000 participants.

Promoting Intangible Cultural Heritage Elements

The MGTO also produced annual promotional videos, short videos and community tourism films incorporating intangible cultural heritage elements, including Cantonese opera, the Feast of the Drunken Dragon, the A-Ma Beliefs and Customs, Macanese gastronomy cooking techniques, and folk dance, showcasing Macao’s cultural diversity and inclusiveness.

Additionally, through gastronomy events, guided community tours and cross-sector collaboration, the MGTO showcased the integration of intangible cultural heritage with contemporary life. It encouraged the tourism industry to incorporate intangible cultural heritage elements into product design, enriching the content of “tourism + culture + gastronomy,” and promoted the revitalisation and transmission of intangible cultural heritage in the course of tourism development through multiple channels.

Licensing and Industry Management

In 2025, the MGTO issued 37 licences for catering premises, and followed up regarding applications for various licences. It conducted 2,992 inspections of licensed premises and activities under its supervision, 1,481 inspections of boundary crossing checkpoints and tourist attractions, and 211 random inspections of inbound tours from the Chinese mainland. Regarding combating illegal accommodation, 230 units were closed to visitors in 2025.

In 2025, the MGTO continued to inspect tourist attractions, boundary-crossing checkpoints 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.

Law No. 5/2025 on the Travel Agencies and Tour Guide Profession Law, came into effect on 1 February 2026. The new legislation streamlines licensing procedures and enhances industry regulations. In addition, the MGTO has incorporated its licensing services into the “Smart Collect” service (“e-Locker”) under the “Access Easy” self-service system, while renewal services for various types of licences have been integrated into the “Macao Business and Associations Platform” (“Macao One Account for Businesses”), thereby improving licensing efficiency.

Quality Tourism Services Accreditation Scheme (QTSAS)

The MGTO enhances service quality through the “Quality Tourism Services Accreditation Scheme (QTSAS)” and the “Macao Courtesy Campaign”.

Launched in 2014, the QTSAS has since expanded from covering only the catering sector to also including travel agencies and the retail industry. In 2025, the quota restriction for the catering and travel agency sectors was lifted, allowing all eligible applicants to be included in the assessments. The application procedures were also streamlined, to encourage greater participation from businesses.

In 2025, a total of 427 enterprises received the “Quality Tourism Services Merchant Award,” comprising 327 in the catering sector, 57 travel agencies, and 43 retail establishments. In addition, 23 recipients were presented with the Special Thematic Award, while five were honoured with the Quality Tourism Services Gold Award.

Financial Support Programme

The 2025 Financial Support Programme was launched by MGTO to encourage and subsidise local organisations to organise diverse tourism activities through three programmes – “Travel around Macao” Community Tourism, “Taste of Macao” Food Promotion, and “Waterfront Fun” Maritime Tourism, fostering development of the tourism economy. As at the end of 2025, the three financial support schemes had supported a total of 53 events, attracting over 1,930,000 participants and benefitting over 2,800 merchants.

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 2025, “Mak Mak” participated in 50 tourism promotions, interacting with more than 250,000 visitors.

The MGTO effectively leveraged its tourism mascot “Mak Mak” by collaborating with popular international and regional intellectual properties (IPs) to strengthen its appeal among younger visitors and stimulate community consumption. For example, during roadshows in Indonesia and Thailand, “Mak Mak” appeared alongside “Tahilalats” and “Warbie Yama” and co-branded merchandise was launched. Through interactive photo opportunities and social media engagement, the initiative enhanced visibility among younger audiences in Southeast Asia and injected innovative elements into promotional efforts.

Macao Grand Prix Museum

In 2025, the Macao Grand Prix Museum added new exhibits featuring philatelic items related to the Macao Grand Prix and racing-themed artworks by Joao Simoes Saldanha. It also launched videos with sign language for exhibits and audio guide services, and participated in the Accessibility Assistant Programme to provide assistance for people in need.

During festive periods and special occasions, the museum organised activities such as Chinese New Year blessing banners (Fai Chun) writing workshops and educational seminars. In collaboration with the museum boutique gallery, it co-hosted the inaugural Grand Prix Championship Car Illustration Competition and Exhibition, presented a special exhibition on FR World Cup championship cars and drivers' equipment, and partnered with an Italian tyre manufacturer to hold a tyre-themed exhibition. The museum cafe reopened in July, offering a 1:1 scale championship car dining table photo spot, thus integrating elements of tourism, sports, and cultural creativity.

In November 2025, the Macao Grand Prix Museum partnered with several integrated resort and leisure enterprises to launch a series of activities during Grand Prix month. These included an interactive experience exhibition, a creative showcase of helmet model designs by the public and a display of drivers' memorabilia, training workshops, and events featuring national gold medal winning athletes visiting the Macao Grand Prix Museum.

In 2025, the "Macao Grand Prix Museum Ticket Cooperation Programme" continued, offering discounts to the tourism industry and collaborating with various organisations to introduce promotional offers, thereby broadening the visitor base. In addition, in response to the 15th National Games and the National Games for Persons with Disabilities and Special Olympics, complimentary tickets were provided to eligible individuals. Also, the museum partnered with the Economic and Technological Development Bureau to participate in the "Concert + Community Consumption Incentive Programme," encouraging visitors to explore local districts. Throughout the year, the museum received a total of 164,461 visitors.

Business Tourism

The 13th Macao International Travel (Industry) Expo

Hosted by the MGTO, supported by the Ministry of Culture and Tourism of the People's Republic of China, UFI accredited, and organised by the Macau Travel Agency Association, the "13th Macao International Travel (Industry) Expo" was held from 25 April to 27 April 2025, with the theme "Explore MITE, Experience the World". With a total floor area of 30,000 square metres, the event featured 755 exhibitors from 70 countries and regions in 1,502 booths (the number of international booths was 50 percent higher than in the previous year), and 496 specially invited local and overseas buyers, leading to 59 signed contracts and over 16,000 matching sessions, reaching a record high.

The European Travel Agents' and Tour Operators' Associations (ECTAA) 2025 Macao Summit

From 2 June to 5 June 2025, the MGTO hosted the "European Travel Agents' and Tour Operators' Associations (ECTAA) 2025 Macao Summit". Activities during the event included the Association's

Board Meeting and General Assembly, thematic discussions, industry networking sessions, and inspection visits to Macao and the In-depth Cooperation Zone in Hengqin. Approximately 40 European industry participants engaged in exchanges with local representatives. In addition, 65 representatives from Macao's tourism sector took part in the networking sessions, enabling their European counterparts to gain a deeper understanding of the “tourism+” concept and Macao's unique advantages, thereby helping to expand international visitor markets.

The 50th APAVT Congress

From 1 December to 5 December 2025, the MGTO hosted the 50th Congress of the Portuguese Association of Travel and Tourism Agencies (APAVT), with the theme, “Looking 75 Years to the Future”. Approximately 1,000 industry representatives and media from around the world participated, exploring opportunities for cooperation in tourism and related industries, and enhancing Macao's influence as an international tourism destination. Also, the association announced Macao had been designated the “Preferred Destination 2026”. During the congress, representatives of Portuguese travel agencies held business talks with about 40 enterprises from Macao and the Chinese mainland, leveraging Macao's role as a platform between China and Portuguese-speaking countries to help expand international visitor markets.

The MGTO arranged for Portuguese delegates to visit Hengqin and, with support from the Ministry of Culture and Tourism, organised inspection visits to cities such as Shenzhen, Xiamen, and Guiyang. These efforts aimed to jointly develop “multi-destination” travel itineraries targeting the Portuguese market, capitalise on Macao's unique advantage as a platform between China and Portuguese-speaking countries, promote both internal and external connectivity, and effectively tell stories of the Chinese mainland and Macao.

Travel Stimulus Programme

On 1 May, 2025, the MGTO renewed the Travel Stimulus Programme, which combines elements of incentive travel, educational tourism, wedding tourism and sports tourism, and handled and approved a cumulative total of 52 cases, benefiting 10,732 travellers.

Events and Festivals

In 2025, MGTO organised various branded events and festivals, to showcase the diverse appeal of “Tourism + Events” and enhance and polish Macao's image as an international metropolis.

Happy Chinese New Year – 2025 Chinese New Year Celebration Community Roadshow

MGTO organised the “Happy Chinese New Year – 2025 Community Roadshow” on 29 January and 30 January (the first and second days of January on the lunar calendar), with 15 performances in various districts of Macao. Local and overseas performing troupes were invited to perform at designated locations, attracting audiences totalling about 166,000.

2025 Parade for Celebration of the Year of the Snake

From 31 January to 16 February 2025, under the guidance of the Ministry of Culture and Tourism and organised by the MGTO, together with various government departments, six integrated tourism and leisure enterprises, and local businesses, the “2025 Parade for Celebration of the Year of the Snake” was staged. The event included two parades and an exhibition, featuring 17 floats, more than 30 local and overseas performance groups, and approximately 1,300 performers, attracting over 594,000 spectators.

Chinese New Year 2025 – Year of the Snake Fireworks Displays

MGTO held the Chinese New Year fireworks displays on 31 January, 4 February and 12 February 2025 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.

“Experience Macao with POP MART” Trendy Cultural and Tourism Community Projects

In 2025, the MGTO partnered with internationally renowned brands to create cultural and tourism photo-op spots in locations such as Travessa da Paixao, Praca de Luis de Camoes (Camoses Garden Square), Largo do Senado vicinity (Praca de S. Agostinho area), and the leisure area along Rua dos Mercadores in Taipa. By integrating consumer lucky draws and “photo tagging” activities, the initiative attracted both visitors and residents to explore local communities. During the 108-day campaign, a total of 723,000 visits was recorded. The total transaction value of the lucky draw reached 3.64 billion patacas, with 2.77 million participations in the draw.

Zape Taste Jam

The MGTO, in collaboration with the Association of Returned Overseas Chinese Macau, co-organised the “Zape Taste Jam”. The event brought together 39 participating merchants, featuring six food trucks and 33 booths covering cuisine, cultural and creative products, and games. Complemented by performances, promotional offers, and both online and offline publicity, the initiative attracted crowds, stimulated consumption, and created an integrated experience of “tourism + gastronomy + cultural creativity + consumption.”

The 33rd Macao International Fireworks Display Contest

The MGTO presented the 33rd Macao International Fireworks Display Contest on 6 September, 13 September, 1 October (National Day), 2 October and 11 October. Ten fireworks teams - from Australia, South Africa, South Korea, Austria, the Philippines, Japan, China, Portugal, the United Kingdom and Brazil - gave ten spectacular fireworks displays of audiovisual delight to residents and visitors over five evenings, attracting a total of 666,000 spectators. A series of related activities were also organised, including a Fireworks Carnival attracting over 19,000 participants, an AI

Generative Art Contest, a photography competition and a drawing competition.

“World Tourism Day” Tray Race 2025

To celebrate the annual World Tourism Day on 27 September, the MGTO organised the 2025 World Tourism Day Tray Race at the Ruins of St Paul’s. In all, 178 participants from 32 hotels or restaurants in Macao took part in the competition.

Light Up Macao 2025

With the theme “Lightscape · Horizon”, the MGTO staged “Light Up Macao 2025” from 6 December 2025 to 11 January 2026. The event featured three major zones in the Nam Van area, Northern District, and NAPE district, with a total of 28 lighting, interactive, and illumination installations created by teams from Macao, the Chinese mainland, Portugal, South Korea, Australia, and the United States. Original works from Macao were incorporated into the event, including the creative 3D projection mapping show “Fantasy Journey: Macao Stories” presented on the facade of the Macao Grand Prix Museum. A coffee and food carnival, along with consumer promotions, was also set up in NAPE district to stimulate the nighttime economy and community tourism.

ZAPE Christmas Wonderland

The “ZAPE Christmas Wonderland” event was held in the area between Rua de Cantao and Avenida de Pequim, featuring themed installations and festive lighting, complemented by artificial snowfall to create an open-air Christmas-themed street zone. Activities such as parades, Santa meet-and-greet sessions, workshops, and game booths were also arranged, to foster a vibrant winter festive atmosphere.

Regional and International Cooperation

Regarding international cooperation, in 2025, 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 37th UN Tourism Joint Meeting of the Regional Commission for East Asia and the Pacific and the Commission for South Asia cum the UN Tourism Regional Forum on Circular Economy Tourism Policy (in April), the “19th UNWTO Asia-Pacific Executive Training Programme on Tourism Policy and Strategy” (in May), as well as the 26th Session of the UNWTO General Assembly, the Committee for the Review of Applications for Affiliate Membership, and the Affiliate Members Meeting (in November).

Also, as a member city of the UNESCO Creative Cities Network (UCCN), the MGTO organised the International Gastronomy Forum, Macao and the Exchange Meeting for UCCN Creative Cities Network Members (in July); participated in the “17th UNESCO Creative Cities Network Annual Conference” (in June), the Iloilo Gastronomy Conference in the Philippines (held online in April), the International Forum on Culture and Creativity Driving Sustainable Urban Development (Wuhan, in August), the Huai’an “City of Gastronomy” Carnival (in November), the “2025 China

(Quanzhou) Silk Road International Gastronomy Week and the 2nd China (Quanzhou) Silk Road Carnival” (in November), as well as online meetings of the Creative Cities of Gastronomy (held in January, March, June, July, October, November, and December).

The MGTO also attended the PATA Travel Mart, and the PATA Gold Awards 2025 sponsored by the MGTO (both were in August).

Regarding Asia-Pacific Economic Cooperation (APEC), the MGTO participated in: the 65th APEC Tourism Working Group Meeting (in July); the 66th APEC Tourism Working Group Meeting (in October); the World Tourism Cities Federation (WTCF) 2025 Hong Kong Fragrant Hills Tourism Summit (in April) and the 2025 World Tourism Cooperation and Development Conference (in September).

In the field of meetings, incentives, conferences and exhibitions (MICE), the MGTO attended events including the “UFI Asia-Pacific Conference 2025” (in February), “The Meetings Show Asia Pacific 2025” (in April), “IT&CM Asia 2025” (in September), and the “UFI Global Congress 2025” (in November), among others.

Regarding regional cooperation: the Memorandum of Understanding on Tourism Cooperation between the Department of Culture and Tourism of Heilongjiang Province and the Macao Government Tourism Office and the Strategic Tourism Cooperation Agreement between the Department of Culture and Tourism of Guizhou Province and the Macao Government Tourism Office were signed in March and July, respectively.

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.

The 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. Regarding research: the UTM has been commissioned by the MSAR Government and other institutions to conduct policy studies on tourism planning and development.

In 2017, the 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). The UTM is renowned among the world’s best higher education institutions in tourism. For many

years it has been among the top QS rankings in the field of hospitality and leisure management, and in 2025 was ranked 13th best in the world, 3rd best in Asia and best in Macao in this field.

In 2019, the 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 conduct tourism training and nurture talented people.

The UTM has partnered with top Swiss institutions to offer “3+1 Dual Bachelor’s Degree” and certificate programmes and a “4+1 Progression Pathway” programme; and launched “1+1 Dual Master’s Degree Programmes” with the University of Queensland, Australia, the University of Surrey, United Kingdom, and Foshan University. Diploma programmes have been offered in collaboration with the Ducasse Culinary School in France; and joint bachelor’s degree programmes have been conducted with Duy Tan University in Vietnam. In addition, dual master’s degree programmes have been jointly organised with the University of Queensland in Australia, the University of Surrey in the United Kingdom, and ISCTE-University Institute of Lisbon in Portugal, to cultivate talented global managers.

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 during the 2024/2025 academic year were as follows:

The UTM’s degree programmes admitted 936 undergraduate, postgraduate and doctoral students during the 2024/2025 academic year, with 2,304 registered students enrolled in the following:

Degree Programmes
(1) Culinary Arts Management (2) Heritage Management (3) Cultural and Heritage Management (4) Hotel Management (5) Tourism Business Management (6) Tourism Event Management (7) Tourism Retail and Marketing Management (8) Marketing and Brand Management (9) International Business and Innovation Communication (10) Hotel Management (Chinese) (11) Tourism, MICE and Event Management (Chinese) (12) Culture and Heritage Management (Chinese) (13) Tourism Enterprise Management (Chinese) (14) Tourism Retail and Marketing Management (Chinese) (15) Marketing and Brand Management (Chinese)

Master of Science Programmes	Master of Philosophy Programmes
(1) Digital Marketing and Analytics (2) Hospitality and Tourism Management (3) International Food and Beverage Management (4) International Hospitality Management (5) International Tourism Management (6) Smart Technologies in Hospitality and Tourism (7) International Convention and Event Management	(1) International Hospitality and Tourism Management
Doctor of Philosophy Programme	
(1) PhD in Hospitality and Tourism Management (2) PhD in Business Management	

Non-degree Education

In the 2024/2025 academic year, over 21,900 students received training and assessments by the Institute of Executive and Professional Development of the UTM. The 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. The Institute of Executive and Professional Development offered 955 new courses in the 2024/2025 academic year. The institute also 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 the 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, 364 courses were approved for the 2024/2025 academic year, benefiting about 2,407 students.

Regarding international exchanges and cooperation, as at August 2025, UTM had built connections with 210 schools, institutions and organisations (167 of which are non-local) in 32 countries and regions, including China (the Macao SAR, the Chinese mainland, the Hong Kong SAR and Taiwan region), countries in the Asia-Pacific region, Europe, America and Canada, to actively promote academic and cultural exchanges.

The UTM has actively expanded its collaboration network across the Guangdong-Hong Kong-Macao Greater Bay Area and expanded cooperation with other regions in the Chinese mainland and overseas. In the 2024/2025 academic year, newly established non-local partners included the Jinan Municipal Education Bureau, Xinjiang University, Chengdu Jincheng University, and the Ducasse Culinary School in France.

In the 2024/2025 academic year, 44 undergraduate students participated in internships and exchanges beyond Macao. Nineteen students participated in exchange programmes in semester-long exchange programmes, in China (the Chinese mainland and Taiwan region), Austria, Australia, Canada, Finland, France, Malaysia, South Korea, the United Kingdom, and the United States; 30

students took part in seven exchange programmes under the Ten Thousand People's Scheme; 92 students participated in 17 summer programmes, exchange activities or seminars in China (the Chinese mainland and the HKSAR), Dubai, France, Germany, South Korea, Switzerland, Thailand and the United States; and 28 students participated in eight competitions in the Chinese mainland.

To cultivate versatile talent with an international perspective, the UTM collaborates with renowned institutions to offer joint training programmes. Upon completion of the programme requirements, students are awarded master's or bachelor's degrees jointly conferred by both institutions. In the 2024/2025 academic year, a total of 11 students participated: nine in the dual master's degree programme with the University of Queensland in Australia, one in the dual master's degree programme with the University of Surrey in the United Kingdom, and one in the dual bachelor's degree programme with the Swiss Hotel Management School.

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, Bhaisajyaraja 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 Diversões 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. The Formula Three race of the Macau Grand Prix is the premier event, 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.



Light up Macao



Light up Macao is an annual event that showcases the cross-sector integration of Macao's "tourism + events" brand, beautification of urban space and enhancement of community cohesion. The event encourages residents and visitors to deeply explore local communities, generates business opportunities, and promotes community tourism and the nighttime economy, further enriching Macao's role as a world tourism and leisure centre. With the theme "Lightscape • Horizon", Light up Macao 2025 ran from 6 December 2025 to 11 January 2026.

