



M A C A O



Press Release

MGTO participates in the 32nd Hong Kong International Travel Expo

(14 June 2018) To promote Macao tourism and facilitate business exchange between Macao Government Tourism Office (MGTO) and trade counterparts, MGTO participates in the 32nd Hong Kong International Travel Expo (ITE) from 14th to 17th June 2018 in Hong Kong Convention and Exhibition Centre. MGTO continues to be one of the supporting organizations of the ITE this year. There are 41 Macao tourism industry representatives including hotels, travel agencies, shipping and event companies joining MGTO in the Macao pavilion to showcase Macao's latest tourism products and facilities to overseas buyers, trade visitors and the general public. Dr. Cheng Wai Tong, MGTO Deputy Director, together with other MGTO delegates attended the ITE opening ceremony today.

In response to Macao being designated as the Creative City of Gastronomy by UNESCO, and a series of "2018 Year of Gastronomy" promotions, MGTO adopts "Experience Macao Gourmet Style" as its theme of pavilion design. The reception area is designed as a bar counter where wine bottles and various ingredients are used as decorations. A massive LED wall and neon lights are also incorporated to embellish the pavilion. Meanwhile, audience is able to gain in-depth understanding of Macao's gastronomy culture and other latest tourism development information through interactive games, digital panels, and various promotional publications available in the pavilion.

"Experience Macao Your Own Style" is the promotional theme of MGTO. Echoing to the completion of the Hong Kong-Zhuhai-Macao Bridge and the development of Greater Bay Area, MGTO will continue to develop new and diversified tourism products to enrich travelers' experience and support Macao as a "World Centre of Tourism and Leisure". To keep the trade and public visitors abreast of Macao latest information, MGTO prepares a series of on-site seminars. On the Trade Day (15th June), MGTO will introduce Macao's most recent development and the Travel Stimulation Program to the industry partners. On the Consumer Days (16th and 17th June), MGTO will promote Macao Gastronomy, summer activities and the mega events in the second half of the year to the public.

Last but not least, during the Consumer Days, MGTO will cooperate with three travel agents including China Travel (Hong Kong) Services Ltd, Shun Tak Travel Services Ltd and EGL Tours to offer exclusive discounted packages to the public to encourage more visitors travelling to Macao.

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澳門

新聞稿

澳門旅遊局參與「第 32 屆香港國際旅遊展」

(二零一八年六月十四日) 澳門特別行政區政府旅遊局於 6 月 14 日至 17 日參與假香港會議展覽中心舉行之「第 32 屆香港國際旅遊展」，藉此推廣澳門休閒及商務旅遊，並促進業界交流及洽談商機。澳門旅遊局今年繼續成為香港國際旅遊展支持機構，並邀請 41 間來自澳門的酒店、旅行社、船務、活動策劃公司等旅遊業界代表於澳門展台中設置攤位，務求向買家、專業觀眾以及公眾推廣澳門最新的旅遊產品和設施。澳門特別行政區政府旅遊局副局長程衛東連同一眾旅遊局代表出席首天開幕典禮。

為響應澳門於去年獲譽“聯合國教科文組織－創意城市美食之都”，以及「2018 澳門美食年」一系列的推廣，旅遊局是次展台以「感受澳門美食式」為設計主題。展台接待處設計成時尚酒吧吧檯，牆上以酒瓶和不同食材作裝飾，配上中央巨型 LED 電視牆及霓虹燈點綴，吸引途人目光。同時，參加者更可透過展台內的澳門美食互動遊戲、電子廣告牌以及不同宣傳刊物，瞭解澳門獨有的美食文化以及其他最新的旅遊產品及資訊。

旅遊局一直以「感受澳門無限式」為宣傳主題。隨著港珠澳大橋即將落成，旅遊局將把握大灣區建設發展帶來的機遇，繼續發展多元化及嶄新的旅遊產品、建構澳門成為「世界旅遊休閒中心」。故此，旅遊局亦為業界及公眾預備一系列旅遊資訊講座，讓參加者瞭解澳門最新資訊。於專業日(15 日) 旅遊局將向旅遊業界介紹澳門最新的發展以及澳門旅遊獎勵計劃；而公眾日(16 及 17 日) 亦將舉行兩場旅遊講座，向公眾推介澳門美食、暑假活動及下半年精彩節日盛事，讓大眾更加深入了解澳門本土文化及最新旅遊情報。

同時，於兩天的公眾日，旅遊局與三間香港旅行社合作，包括香港中國旅行社、信德旅遊及東瀛遊，推出限量澳門優惠套票，供現場人士即場購買，藉此鼓勵更多人來澳門旅遊，親身感受澳門無限式。

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