

## **2012 Macao, China Tourism Performance**

### **Tourism Situation**

In 2012, visitor arrivals to Macao, China reached 28.1 million visitors with a minor increase of 0.3% compared with 2011 despite a sluggish global economy. Among these, the number of overnight-stay visitors accounted for 48.3% of the overall visitors, up by 5.1%.

Visitor arrivals from Greater China recorded 25.1 million, which made up 89.2% of the total number of visitors with a slight increase of 0.4%, while 10.8% of the total visitors were international visitors. Currently, the major source markets to Macao are mostly from short-haul markets in Asia. Mainland China, Hong Kong China and Taiwan China continued to be our top three visitor source markets. In 2012, Macao welcomed 16.9 million visitors from Mainland China, an increase of 4.6% year-on-year and accounting for 60.2% of the total arrivals. While Hong Kong and Taiwan markets dropped 6.6% and 11.8% respectively. Republic of Korea has become an important source market. Korean arrivals rose by 11.5%, marking the fourth largest source market. Besides, visitor arrivals from Philippines and Thailand increased by 5.6% and 17.8% respectively. The emerging markets such as Russia and the Middle East achieved notable performance with arrivals up by 62.6% and 12.9%.

According to Macau Government Tourist Office, at the end of 2012 Macao had 69 hotels and 33 guesthouses, providing around 26 thousand rooms. As for the hotel industry's performance in 2012 according to Macao Statistics and Census Service, the average occupancy rate of hotel establishments scored 83.1%.

The total visitor expenditure amounted to US\$28.4 billion from January to September in 2012, registering a growth of 8.0 % compared with the same period of 2011. In the fourth quarter of 2012, per-capita spending of visitors was US\$252.4.

### **Highlight of Tourism Activities**

Under the strategic position to transform Macao into a “World Centre of Tourism and Leisure”, we adjusted tourism policies and measures and devoted efforts in the areas of regional cooperation, quality tourism, tourism product mix and innovative promotion, so as to build Macao into a quality tourist destination.

Planning and research play an important role in designing the future tourism

development plan. The PATA/Macao Task Force Report on "Towards a World Centre of Tourism and Leisure" was released in June 2012 in Macao. The report serves as an important reference for the formulation of tourism policy to achieve the goal of a quality destination for Macao. Furthermore, the "Global Tourism Economy Forum · Macao 2012" held in September also generated valuable new ideas on the formulation of appropriate approaches to tackle the key challenges of tourism industry.

Optimization of tourism environment and industry management is essential in creating a quality tourism image. As a result, optimization of tourism signage, World Heritage core area and entry point facilities were implemented. Further, review and improvement on legal measures that regulate hotels, food and beverage establishments, travel agencies and tour guides, as well as reinforcement on the trainings for tourism related professionals were also carried out.

In order to signify the rich cultural and leisure ambience of Macao, a series of cultural and promotional projects were developed, such as the temples and churches promotional plan, the Macao Pedicab Promotional Campaign and weekend cultural performances etc. Local colorful events were held all year round in the city ranging from the fascinating 24<sup>th</sup> Macao International Fireworks Display Contest to the exciting 59<sup>th</sup> Macao Grand Prix, as well as the traditional tray race for celebrating "World Tourism Day". Aiming to boost tourism product diversification, MGTO supported many activities, for instance Chinese Lunar New Year celebration, Macao Food Festival, Macao Shopping Festival and Ice-World etc.

Macao worked closely with regional tourism authorities and pursued the continuity in regional cooperation in the areas of joint promotions, tourism products development and industry management. Besides, Macao also maintained close ties with important international tourism organizations and participated actively in international tourism conferences like the 24<sup>th</sup> Joint Meeting of UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia in Thailand, the 2012 PATA Annual Conference in Malaysia and the World Tourism Cities Federation Inauguration Meeting and Fragrant Hill Tourism Summit in Beijing.

Looking forward, although the global economic environment is still uncertain ahead, we will work closely with the travel industry partners and continue to give our best in pursuit of the goal to build Macao into a "World Centre of Tourism and Leisure".