

MACAU

TRAVEL TALK



澳門特別行政區政府旅遊局刊物

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Welcoming the Year of the Horse

Macau has rolled out the red carpet to welcome the Year of the Horse, with celebrations for visitors and local residents, young and old, in grand style. As in previous years, Macau Government Tourist Office (MGTO) officials and representatives from other government departments will greet the public at popular tourist sites, wishing everyone good fortune for the coming year. Best of all, following the success of the first Chinese New Year parade last year, MGTO has brought it back again in time to welcome in the Year of the Horse, this time with performers from overseas and a new route through East Macau, as well as the Northern district.

On the first day of the year, January 31, MGTO and the Civic and Municipal Affairs Bureau will present Spring Festival celebrations at the Ruins of St. Paul's and Senado Square, and along with travel trade representatives, will perform the eye-dotting ceremony for 18 lions and a 238-meter-long golden dragon at the Ruins of St. Paul's, and light fire-crackers at Senado Square. Afterwards, they will join gods

of Fortune, Prosperity and Longevity wishing all good luck and distribute lai see to members of the public gathered there. In the meantime, a parade featuring the 238-metre golden dragon and the 18 lions will start from the Ruins of St. Paul's, traverse Senado Square and pass by Macau SAR Government Headquarters, Lilau Square, A-Ma Temple and Sai Van Lake Square, wishing Macau residents and visitors a vibrant and prosperous Year of the Horse.

Themed "Joyous Celebration to the Bountiful Year of the Horse", the Parade to Welcome the Year of the Horse, will take place on February 2 and February 8. On February 2, third day of the Chinese New Year, the parade will feature 13 elaborate floats and 1,038 performing artists, with fireworks and floats on display afterward. The parade will begin in front of the Macau Science Center, go through Av. Dr. Sun Yat Sen, and wend its way toward Sai Van Lake Square, where artists will perform and a fireworks display will light up the night skies at 10 pm. Twenty-three local

associations and eight coming from Mainland, Hong Kong, Malaysia, Japan, Portugal, Taiwan China, Indonesia and South Korea, will send performers to add their artistry to the parade. LED screens will be placed in strategic sites for spectators to watch the parade live, and for those at home TDM and Macau Cable TV will do live broadcast and, together with TVB Jade channel in Hong Kong, will also air the parade in subsequent days. MGTO has also cooperated CTM to launch a mobile text message game for citizens to choose their favorite performance team among the local teams, with the most popular team to win a trip to watch the Popular Street Marching Parades in Lisbon, Portugal.

On February 8, ninth day of the Chinese Lunar calendar, a parade of floats will set off from Rua Norte do Patane and finish at Rua do Mercado de Iao Hon, where performances will be staged. Floats from the parade will be on display at Sai Van Lake Square and Tap Seac Square as part of the New Year's decorations. ■



Last year's Chinese New Year parade in Northern District
賀歲花車巡遊去年在北區舉行

旅遊局春節慶祝活動豐富多彩

澳門特區政府旅遊局在農曆新年期間舉行一連串慶祝活動，與全澳市民及旅客歡度春節。頭炮於農曆新年大年初一（一月三十一日）在大三巴牌坊廣場及議事亭前地舉行新春慶祝活動，還於年初三及年初九在新口岸及北區上演重頭戲“駿馬喜躍花車匯演”等，讓全城瀟灑節慶歡愉氣氛。

旅遊局聯同民政總署以及業界代表等於大年初一早上與市民及旅客共賀新禧。舞台表演、金龍及醒獅巡遊、燃放炮竹、及後，嘉賓們聯同財神及福祿壽三星在議事亭前地向市民及旅客派“利是”及金元寶，現場氣氛熱鬧；旅遊局繼續按照傳統，由大年初一開始，於農曆新年期間，在旅遊局屬下的諮詢處向旅客派發印有賀年字句的“利是”。

238米長的大金龍及18頭醒獅於大三巴牌坊開始巡遊，途經議事亭前地、政府總部、亞婆井前地、媽閣廟及西灣湖廣場等地，將祝福傳送到不同地區。

旅遊局於農曆年初三（二月二日）及年初九（二月八日）舉行“駿馬喜躍耀濠江”為主題的大型戶外賀歲活動，內容包括“駿馬喜躍花車匯演”、千人匯演、煙花表演及花車展覽等，與市民及旅客共慶新春。今年花車匯演為第二年舉辦，共有十三部花車參與巡遊，以及來自內地、香港、馬來西亞、日本、葡萄牙、中國台灣、印尼、韓國和本澳等三十一個團體一千零三十八名表演者沿途作文藝表演。

年初三舉行的“駿馬喜躍花車匯演”起步儀式將於晚上8時在澳門科學館前地舉行，經孫逸仙大馬路至旅遊塔前的西環湖廣場為終點。當晚將透過設於科學館、南灣湖景大馬路、旅遊塔會展娛樂中心、白馬行、潘漢街市公園及沙仔消防局前地的屏幕播送現場情況。晚上8時45分，在西灣湖廣場設有舞台表演，而巡遊隊伍在抵達西灣湖廣場時，部份表演隊伍也會上台演出。煙花表演將於晚上10時進行。

為提高市民的參與度，旅遊局與澳門電訊合作推出手機短訊遊戲，在年初三晚選出一個最喜愛的本地表演團體，獲選的團體將被邀請赴葡萄牙里斯本參加「流行街道巡遊」。

年初九舉行的“駿馬喜躍花車匯演”同樣有13部花車參與巡遊，由青洲大馬路出發，祐漢街市公園為終點，並安排舞台表演。

參與巡遊的花車將於西灣湖廣場及塔石廣場展出，旅遊局希望打造該活動成為澳門每年一度的盛事，提昇澳門的魅力和增添節慶氣氛，並配合開展社區旅遊計劃，透過精彩、多樣化的活動，把旅客分流到不同區域遊覽。■

VOICE FROM THE INDUSTRY 特寫

DIRECTOR'S MESSAGE



A new year with new opportunities for achievement

This is the season for new beginnings, when we not only welcome 2014, but start making plans for the upcoming Year of the Horse.

To create a truly memorable experience for the many visitors coming to Macau during this holiday season, the city has prepared a wide array of celebrations and activities for children and grownups. Topping the bill is the Chinese New Year Parade which we are determined to transform into another big event of the city.

Now weekends are more fun than ever in Macau, with more entertainment and colorful cultural performances all over town, wherever people gather to appreciate our historic monuments and other tourist attractions. A new guide through Chinese temples and a smartphone application have been made available, as part of the new walking tour itineraries program, "Step Out, Experience Macau's Communities", which is designed to show tourists our less visited neighborhoods, taking them away from the crowds in the city center.

It was a great pleasure for my colleagues at MGTO and I to meet at the end of last year with members of the travel trade for a briefing on our ongoing campaigns and projects, and some that are coming up, not only to inform, but to inspire the local travel trade to participate fully and share their views with us.

We also met with Macau overseas Macanese community, who were in town for their reunion last month. Their meeting is not just an important event for the more than one thousand people who attend, but a special occasion for the whole city, because the Macanese community represents our unique blend of east and west cultures, especially in language and cuisine.

And speaking of cuisine, congratulations to our fabulous restaurants who once again exemplify Macau's world-class destination status by being included in the 2014 Michelin Guide for Hong Kong and Macau.

Looking ahead for 2014, the major policies in tourism for this year have been laid out, with stress on initiating a tourism development master plan, improving the supporting laws and regulations, as well as enhancing industry training and service quality. At the same time, we will continue to promote tourism awareness in the community and to give our support to the development of diversified tourism products in order to broaden our tourism market portfolio. These few words represent a lot of work, which can only be accomplished with the support of all of you so that together we can transform Macau into a World Center of Tourism and Leisure.

Director of Macau Government Tourist Office
Maria Helena de Senna Fernandes

局長寄語

新一年·新機遇

新年新氣象。我們不僅迎來了2014年，而且開始規劃馬年的工作。澳門準備了適合一家大細的豐富節慶活動，為節日期間訪澳遊客創造難忘體驗，當中的亮點是農曆新年期間舉行的「駿馬喜躍花車匯演」大型戶外賀歲活動，我們銳意將活動打造成為城中大型精彩活動之一。

現在，來澳門度週末會更有意思，因為無論旅客是到歷史景點還是其他旅遊設施參觀遊玩，全城到處都有更多娛樂項目、繽紛文化表演活動讓他們盡興。旅遊局設計了《論區行賞》四條旅遊步行路線，讓旅客走出繁忙的中區，深入到非熱門遊歷區分探索，為此，我們也推出了新的中式廟宇導覽和一個智能電話應用程式提供相關訊息。

去年底，澳門特區政府旅遊局與旅遊業界代表共聚一堂，旅遊局向業簡介了宣傳推廣活動和項目，以及即將推出的一些舉措。此次聚會，不但讓業界瞭解有關資訊，並鼓勵本地旅遊界積極參與以及與我們分享其見解。

2013年12月，我們與來澳參加「澳門土生葡人社群聚會」的澳門海外土生葡人社群成員會面。土生葡人社群聚會不僅對一千多名參與者是個重要活動，對澳門而言也別具意義，因為土生葡人社群體現著本澳中西文化並存的獨特性，特別是在語言和美食方面。

說到美食，在此謹恭賀最新被列入《米芝蓮指南香港澳門2014》的本地迷人餐廳，它們再次彰顯澳門的世界級旅遊美食目的地地位。

展望2014，旅遊方面重要政策已經編好，包括計劃開展旅遊業發展總體規劃；完善法規配套及優化發牌工作流程，及加強業界培訓。同時，推動社區旅遊認知，以創造優質旅遊服務環境；以及支持開發多元化的旅遊產品和打造文化旅遊品牌。這寥寥數語代表著大量的工作，只有仰賴大家支持，才能達成工作目標，共同努力最終把澳門建設成為「世界旅遊休閒中心」。

澳門特別行政區政府旅遊局局長
文綺華

How Sheraton Macao is changing the game

Macau Travel Talk meets Sheraton Macao Hotel Cotai Central GM Joseph Dolp

"It's a game changer" is how managing director Joseph Dolp describes the Sheraton Macao Hotel Cotai Central, which opened in 2012. What he means is that unlike most leading hotels in town, Sheraton is focused on families, making it a "true hospitality brand, not just a casino brand."

The 4,000 room, five-star hotel, Starwood Hotels & Resort's largest hotel in the world, is one of the anchors of Sands Macao's Cotai Central complex, which includes a shopping center, restaurants, casino and two other hotels, the Conrad and Holiday Inn.

Macau had no problems absorbing the new inventory of guest rooms. Mr. Dolp credits this early market acceptance to the farsightedness of Sands Macao's chairman Sheldon Adelson, who could see that Sheraton's market share would continue to increase.

Sheraton Macao distinguishes itself from its competitors by targeting the family market and offering them something different. For example, Mr. Dolp says, it welcomes the younger set with programs like the tie-in with DreamWorks, with rooms decorated according to the themes of DreamWorks films, characters representing the stars of popular movies mingling with the public and greeting younger guests and even including menu items with names like "Shrekfast."

The hotel also boasts attractive facilities for meetings, incentives, conventions and exhibitions (MICE) events, with 10,000 square meters of ballrooms and breakout rooms, which includes a grand ballroom that is the size of "11 basketball courts," and a floor plan that allows guests to go from their

rooms directly to the conference without having to enter a casino.

"We're seeing a very positive trend in the MICE market, with an increasingly different market mix, and with people staying longer. We are participating in bringing change to Macau," Mr. Dolp says, referring to a city-wide effort to diversify Macau's tourism products, and "promote Macau as an all around destination."



To cater to families and conference attendees, there are two outdoor swimming pools and an indoor one, a variety of restaurants, including three at poolside, and a high-end shopping mall with almost 100 shops that serves the entire complex.

This represents a big advantage for Sheraton, Mr. Dolp says. "Cotai Central offers everything under one roof, so it's not a logistical nightmare to organize a big MICE event. You don't find that in many places in the world."

While they are in Macau for an event, MICE guests are likely to find someone at the Sheraton who can communicate with them in their own

language, because among the hotel's 2,000-strong staff, 25 nationalities are represented, a deliberate policy to ensure topnotch service. Starwood has the advantage of being able to tap into many feeder markets to recruit quality staff, Mr. Dolp explains.

He is looking beyond the success of one property toward the success of Macau as a destination. For sustainability, he believes, Macau needs to be "an all around market, highlighting MICE and families." After all, he concludes, "When Macau is successful as a destination, we all benefit." ■

澳門喜來登酒店締造新景象

澳門喜來登金沙城中心酒店董事總經理若瑟夫·道普接受澳門旅遊專訪

澳門喜來登金沙城中心酒店二零一二年開幕，酒店董事總經理若瑟夫·道普形容澳門喜來登酒店為本地市場帶來新趨向，以家庭旅客為主，是「真正的酒店品牌，並非只是博彩品牌」，不像其他大型酒店。

澳門喜來登金沙城中心酒店屬五星級酒店，坐擁四千間客房，是喜達屋酒店及度假村國際集團旗下最大的酒店，位處的金沙城中心還包括購物商場、餐廳和博彩娛樂設施，以及康萊德與假日兩間品牌酒店。

澳門市場迅速吸納酒店供應的新客房，道普表示有賴澳門金沙集團主席蕭登·艾德森抱有遠見，看準喜來登酒店的市場佔有率有望持續增長。

澳門喜來登酒店針對家庭旅客市場，提供與別不同的服務，有別其他酒店企業。道普舉例指出，酒店為吸引年輕及兒童住客，推出一系列體驗夢工廠的節目，以夢工場電影主題佈置房間，並安排員工打扮成廣受歡迎的動畫人物與客人打成一片，歡迎年輕客人到訪酒店，並在餐牌附上「史力加早餐」等元素作招徠。

此外，酒店提供完善的會展場地設施，設有面積達一萬平方米的宴會廳及休息室，其中包括面積相當於十一座籃球場的大型宴會廳，其設計容許客人可由房間直接到達會議場地，

無須經過博彩設施。

談及澳門正致力發展多元旅遊產品並推廣旅遊，成為綜合旅遊目的地，道普表示：「我們看到會展產業正穩步上揚，市場發展更趨多元化，旅客逗留澳門的時間延長。我們正參與其中，為澳門帶來新變遷。」

為滿足家庭住客及與會者的需要，酒店分別設有兩個戶外游泳池及一個室內游泳池，並開設各式餐廳，其中三所餐廳設於泳池旁。此外，金沙城中心還設有高級購物商場，商場開設近一百所品牌商店。

道普認為這是喜來登酒店的優勢所在：「金沙城中心集各樣設施元素於一身，豐富的配套令舉辦大型會展活動不再是難事，全球並不多見這類綜合設施。」

客人抵達澳門參與會展，不難在喜來登酒店遇上共同語言的人士溝通，這是因為酒店細心挑選代表二十五地不同國籍共二千名員工，確保為客人提供頂尖服務。道普指出，喜達屋集團熟識各地人材市場，故善於聘請高質素的員工。

道普不單著眼於酒店業務蒸蒸日上，同時展望澳門旅遊蓬勃發展。談及可持續發展，他深信澳門需要「全面的市場發展，並以會展業及家庭旅客為重點」；他又總結：「澳門發展為成功的旅遊目的地，眾企業將同步獲益。」■



二零一四旅遊施政制定 “旅遊業發展總體規劃”

社會文化司司長張裕於去年十二月在立法會上介紹2014年旅遊領域的施政方針，著重旅遊規劃研究、加強旅遊行業培訓、參與國際區域合作，配合把澳門建設成為世界旅遊休閒中心的發展目標。

強調“將展開“旅遊業發展總體規劃”的制訂工作，從整體層面提出中長期旅遊發展計劃，為市民及旅客提供舒適的出遊環境。

旅遊局將繼續推動以旅遊休閒為主軸的旅遊發展模式，將開展旅遊發展總體規劃，制定特定政策和行動方案；完善法規配套及優化發牌工作流程，加強業界培訓，推動社區旅遊認知，創造優質旅遊服務環境；支持開發多元化的旅遊產品，打造文化旅遊品牌；舉辦系列主題宣傳活動，強化對外宣傳效果，拓寬旅遊市場組合。將會繼續密切跟進規範酒店和餐飲場所法規的修訂工作，並配合規範旅行社和導遊職業法規的立法程序進行相關工作。針對非法提供住宿問題，繼續與跨部門工作小組進行聯合打擊行動，同時，將會展開對法律的檢討工作。

設立專責工作小組優先處理經濟型旅館的

牌照申請工作，以促進本澳酒店業的多元化發展。將推出一項以持續提升旅遊服務素質為目標的“優質旅遊服務計劃”，頒發“優質旅遊服務獎”，對優質服務之提供者及供應商給予認同和鼓勵。

加強對業界培訓以提升其服務素質、技巧及專業態度。將研究與國際機構合作的可行性，為旅遊業界的管理層舉辦相關的培訓課程及研討會。

繼續舉辦有關“澳門旅遊認知計劃”的各項推廣和培訓活動，增強市民對澳門旅遊業的認同感。為吸引旅客在本澳作深度旅遊並將旅客分流到不同社區，以緩解主要景點負荷。另，將籌備全新宣傳片及廣告片的公開招標工作。

在國際層面，透過參與國際旅遊組織所舉辦的活動、會議、研討會及培訓課程，提升澳門在國際旅遊界的知名度，加強澳門於國際旅遊事務上的參與。在區域合作方面，着重在泛珠三角、港澳、粵港澳、粵澳及閩澳等旅遊合作框架下拓展更具優勢的合作項目，打造具特色的區域旅遊品牌。■

Secretary Cheong outlines plans for tourism in 2014

Recently, Secretary for Social Affairs and Culture of the Macau SAR Government Cheong U laid out the major policies on tourism for 2014, which stressed research, training, and regional and international cooperation, in line with Macau's positioning as a World Center of Tourism and Leisure.

He introduced a general plan for the development of the tourism industry, which defined policies and strategies for the coming year. High on the list of items included was a mid and long term plan for tourism development to create a more attractive environment for visitors.

Macau Government Tourist Office will continue to promote leisure tourism, he said, formulating a general plan for the industry and revising licensing legislation, strengthen training, increasing awareness and improving service quality. The government will continue to support diversification of tourism products and the creation of a cultural tourism brand with advertising created for overseas aimed at an expanded range of source markets. Regulation for hotels, travel agencies and tour guides will be strengthened and evaluation works will be conducted on law on illegal accommodation.

Other plans include forming a special working group to monitor license application, a new program for quality tourism services that will invite participation from the tourism sector, improvements in administrative efficiency and awards for service providers with outstanding performance.

Travel and tourism professionals will be able to hone their skills in training courses, with the possibility of establishing cooperative agreements for training with overseas companies.

Support will continue for the tourism awareness campaign, aimed at boosting locals support to tourism industry. Also to continue is the community tourism program, which diverts traffic from congested areas and introduces visitors to Macau's lesser-known neighborhoods, and a public tender will be prepared for the production of a new promotional video and advertising.

The government intends to take full advantage of opportunities for cooperation and exchanges at the international level to build awareness of Macau overseas, particularly events organized by main international tourism organizations. Regionally, emphasis will continue to be placed on the Pearl River Delta. ■

MGTO meets the press

Following the tradition of past years, in January Macau Government Tourist Office (MGTO) organizes its Annual Press Conference to review 2013's achievement in tourism development and unveil plans for 2014 to an audience of trade and media, followed by a lunch. The Annual Press Conference has already become a chance for MGTO to meet travel trade and media, exchange, in preparation for the year ahead. The Annual Press Conference will be held January 22 while MGTO is holding its Interim Marketing Meeting, running January 20 to 24, with worldwide representative offices in town for the meeting.

MGTO Director Maria Helena de Senna Fernandes is expected to announce at the press conference the goals and objectives for the year ahead, in line with the goal of building Macau as a World Centre of Tourism and Leisure. The main mode of tourism development will continue

to be the promotion of leisure tourism, MGTO will initiate a tourism development master plan; improve the supporting laws and regulations with licensing workflow optimization, and enhance the industry training. At the same time, MGTO will continue to promote tourism awareness in the community in order to create a high-quality tourism services environment, and to support the development of diversity in tourism products and to build a cultural tourism brand, coupled with the themed promotional campaign, strengthening publicity, thereby broadening the tourism market portfolio. Note to Senna Fernandes special mention to MGTO's support in the works to host the high profile APEC meetings to take place in Macau later in 2014, the 8th Tourism Ministerial Meeting and the 45th Tourism Working Group Meeting, as part of the program of the 2014 APEC Economic Leaders' Meeting in Beijing. ■

旅遊局舉行年度記者招待會

澳門特別行政區政府旅遊局於一月二十二日早上舉行年度記者招待會，回顧去年旅遊業情況並介紹旅遊局今年的發展計劃和市場推廣活動，及後設午餐招待與會者。旅遊局駐外代表、業界、國際及本地媒體代表等數百人出席。

旅遊局中期市場會議於一月二十日至二十四日舉行，領導與來自世界各地的旅遊局駐外代表共同商討策略，應付旅遊業最新形勢。

記者招待會上，旅遊局局長文綺華介紹二零一四年度，配合澳門建設成為世界旅遊休閒中心的發展目標，將繼續推動以旅遊休閒為主軸的旅遊發展模

式，計劃開展旅遊業發展總體規劃；完善法規配套及優化發牌工作流程，及加強業界培訓。同時，推動社區旅遊認知，以創造優質旅遊服務環境；以及支持開發多元化的旅遊產品和打造文化旅遊品牌，再配合主題宣傳活動，強化宣傳效果，藉此拓寬旅遊市場組合。二零一四亞太經濟合作組織(APEC)首腦會議將於北京舉行，而澳門將於今年下旬舉辦第八屆亞太經濟合作組織旅遊部長會議及第四十五屆亞太經濟合作組織旅遊工作組會議，局長文綺華在記者招待會上特別提到旅遊局將積極配合有關此重要會議的籌備工作。■

2014年旅遊局重點工作

- ▶ 1. 展開旅遊規劃研究 優化整體旅遊環境
- ▶ 2. 加強行業培訓管理 提升旅遊服務素質
- ▶ 3. 延續社區旅遊計劃 拓展多元旅遊產品
- ▶ 4. 啟動系列推廣項目 構建特色旅遊形象
- ▶ 5. 參與國際區域合作 強化傳媒公眾溝通

於泰國設 新代表處

澳門特區政府旅遊局於泰國新的代表處已於今年起開始運作，以取代以往在當地代表旅遊局宣傳澳門的公司。

MGTO focus points for 2014

- ▶ 1. Launch tourism planning and research, optimize overall tourism environment
- ▶ 2. Strengthen industry management and training, enhance tourism service quality
- ▶ 3. Continue community tourism, open up diversified tourism products
- ▶ 4. Initiate series of promotional events, construct tourism image with characteristics
- ▶ 5. Participate in international and regional cooperation, strengthen social and media communication

New Thailand representative office

MGTO has selected a new representative office to promote Macau in Thailand, effective from January 2014.



旅遊局設置於外港客運碼頭的旅客詢問處在農曆新年前以全新面貌亮相，以開放式設計的旅遊詢問處除了有專責人員解答旅客的查詢，還有多媒體設備供旅客搜尋實用旅遊資訊。無障礙設施為行動不便的旅客營造一個便捷的環境。

Renewed MGTO Information Counter unveiled at the Macau Ferry Terminal ahead of Chinese New Year, with an open concept and multi-media tools to assist visitors, including disable ones, along with the staff on site.

INDUSTRY NEWS 業界消息



Hengqin theme park ready for Chinese New Year

The long-awaited Chimelong International Ocean Tourist Resort on Hengqin Island, adjacent to Macau, will open some of its main highlights before Chinese New Year, this year celebrated end of January. Ready to meet guests is Hengqin Bay Hotel with its 1888 rooms, as well as the ocean-themed park, Chimelong Ocean Kingdom, along with the Chimelong International Circus Town, featuring regular circus performances.

The newly opened tourism attractions are part of the first phase of Guangdong Chimelong's Group,

which is also the developer of China's largest theme park, Guangzhou Chimelong Tourist Resort. Meanwhile, the next phase of Chimelong International Ocean Tourist Resort has already kicked off in January, with two more themed hotels featuring 2000 and 700 rooms, along with one of Asia's biggest 5D special effect cinemas.

The project is expected to boost multi-destination tourism in Guangdong-Macau and Hong Kong, offering mainland and international visitors another reason to come and stay longer in the Pear River Delta region. ■

橫琴大型主題樂園準備迎新歲

橫琴長隆國際海洋度假區於一月開幕，相信該項目將成為農曆新年的焦點。度假區內的長隆橫琴灣酒店擁有一千八百八十八個客房已投入服務，而大型主題樂園長隆海洋王國及長隆國際大馬戲城逐步與大家見面。

已開幕的旅遊設施為廣東長

隆集團在橫琴的第一期工程，第二期的項目包括興建兩間分局有二千及七百間客房的主題酒店及重點的 5D特效影院。

該大型旅遊項目將有助帶動粵港澳三地一程多站遊，並延長內地以至國際旅客在珠江三角洲旅遊的時間。 ■

旅遊局辦近百場培訓課程及講座

澳門特區政府旅遊局持續為旅遊業界舉辦針對性專業培訓，去年以優化行業管理培訓、積極推動優質旅遊作為其中一個工作重點，並與旅遊業相關協會探討業界培訓需要，於去年全年共舉辦了一百場不同形式的培訓課程及講座，得到業界的積極參與及支持，當中參與培訓的總人數達五千二百一十四人。培訓對象包括旅行社督導員、導遊、零售業、餐飲業及葡語系國家旅遊部門人員等。

當中包括於十一月舉行為期四天的“有效旅行社督導管理工作坊”，以及為期兩

天的“應付不滿意顧客技巧 導遊專業人員工作坊”，兩場分別由澳門旅遊學院導師、香港理工大學導師及香港註冊導遊協會主席擔任相關工作坊指導。十二月亦有為餐飲業而設的培訓活動及講座。

旅遊局與業界及培訓機構緊密合作，針對業界的培訓需要，舉辦不同形式的培訓活動，以促進及協調旅遊業界之專業技術培訓，提升整體服務質素及工作效能。同時，繼續推動建設優質旅遊城市，以配合構建「世界旅遊休閒中心」的發展策略。 ■



MGTO training attracts thousands of industry professionals

In response to a boom in Macau travel and diverse customer demand, Macau Government Tourist Office (MGTO) regularly organizes professional training aimed at upgrading service quality and efficiency across the sector. In 2013, 100 sessions of courses and seminars were held, in which industry partners actively participated, sending 5,214 attendees.

Among these, the latest initiatives were a four-day workshop on “Effective Travel Agency Supervisory Management” in November and December, and a two-day workshop on “Techniques for Handling Dissatisfied Customers for Tour Guides” in November. Workshops were supervised by experts from the Institute for Tourism Studies, Hong Kong

Polytechnic University and the Hong Kong Association of Registered Tour Coordinators.

Top level management standards and training are two of MGTO's main working goals, and seminars and training courses have been organized for travel agency supervisors, tour guides, employees in the retail and catering industry, along with tourism department personnel of Portuguese-speaking countries.

MGTO works closely with industry partners and training institutes to organize different kinds of training programs to meet specific demands as a way to improve service quality, in accordance with the government's stated goal to build Macau into a World Center of Tourism and Leisure. ■

Merit awards for Grand Prix Committee and Portuguese chef

In December, the government announced the names of 40 individuals and groups chosen to be awarded decorations, medals, and certificates of merit in recognition for their outstanding achievements, contributions and distinguished services rendered to the Macau Special Administrative Region.

Two medals were con-

ferred in the category of Tourism, one to the Macau Grand Prix Committee, and the other to renowned Portuguese chef António José Neves da Conceição Coelho, a long-time Macau resident. The year's highest award, the Decoration of Honor – Grand Lotus, was given to former Chairman of the Legislative Assembly Lau Cheok Va. ■

大賽車委員會、葡國餐廳主廚獲頒年度旅遊功績勳章

澳門特別行政區政府於去年十二月中旬假文化中心綜合劇院舉行“二零一三年度勳章、獎章和獎狀頒授儀式”，澳門行政長官崔世安向三十六位個人、四個實體頒授勳章、獎章和獎狀，表揚他們在個人成就、社會貢獻或服務澳門特別行政區方面有傑出的表現。澳門格蘭披治大賽車委員會和葡國餐廳主廚安東尼奧獲頒旅遊功績勳章，前立法會主席劉焯華獲頒最高榮譽大蓮花榮譽勳章。 ■



Michelin Guide 2014 lists 74 Macau local restaurants

In December, Michelin announced its highly regarded selections of excellent restaurants in Hong Kong and Macau for the 2014 edition of the guide. The Macau portion of the guide, which included 74 restaurants, added a new three-star entry: the Eight, a Cantonese fine-dining restaurant that joins plush French dining room Robuchon au

Dôme, both in the Grand Lisboa Hotel.

A three-star rating is considered the ultimate international recognition in the restaurant community, with only 100 holding this distinction. In total, 56 restaurants and 18 hotels in Macau, including two new hotels, were included in the latest Hong Kong Macau Michelin Guide. ■



米芝蓮指南香港澳門2014推74間澳門餐廳及酒店

《米芝蓮指南 香港 澳門 二零一四》(Michelin Guide Hong Kong Macau 2014) 經已出版，今年共收錄了二百四十二間來自香港的餐廳和酒店及七十四間來自澳門的餐廳及酒店，包括五十六間餐廳和十八間酒店。位於新葡京酒店的高級中菜食府“8餐廳”及高級法國料理“天巢法國餐廳”一同獲評為米芝蓮最高榮譽的三星級餐廳。提供廣東佳餚的“8餐廳”則屬全球僅有的兩間三星級中菜食府之一，而新葡京酒店即時晉升為全球唯一擁有兩間米芝蓮三星級餐廳的酒店。 ■

旅遊局向本地業者介紹全年宣傳活動

澳門特區政府旅遊局月前邀請本澳旅遊業代表出席活動介紹會，藉以分享2014年的宣傳活動，並進行互動交流。今年繼續在社區旅遊、文化旅遊和產品獎勵計劃三方面舉辦多項旅遊產品，以及一系列的對外宣傳推廣活動，藉此提昇澳門旅遊吸引力和知名度、分流旅客到不同地區遊覽、拓展不同客源，以長延長旅客逗留澳門時間等。去年活動成效顯著，今年再接再厲，期望更多旅客參與，從不同角度感受澳門。

在社區旅遊方面，每月輪流在澳門各社區舉辦街頭文藝表演及文化創意產品攤位及活動；於去年九月推出四條《論區行賞》步行路線，今年繼續推出其他路線，內容包括建議遊覽路線、沿途景點介紹、特色美食及景點文藝表演等資訊。

於農曆新年、五·一及十一假期派發黃金周美食指南，提供假期間各區營業之食肆名單；推行旅遊認知



計劃，增加市民對旅遊認知的認識和滿意度，營造友善的旅遊環境。

旅遊局逢週六、日於大三巴、媽閣廟和氹仔官也街等多個地點進行舞獅、葡萄牙土風舞、粵劇、武術及舞醉龍等文化表演節目；與相關的團體合作，更新澳門教堂地圖和澳門廟宇節慶文化地圖；於媽閣廟前地、大三巴牌坊耶穌會廣場、氹仔龍環葡韻及氹仔消防局前地擺放三輪車供旅客拍攝；而“婚禮旅遊獎勵計劃”和“學生旅遊獎勵計劃”同樣繼續推行。

旅遊局於世界各地多個主要市場和潛力市場舉行不同的宣傳活動，如於四月在韓國舉行“澳門土生葡人美食與美酒節”、於四月及五月在美國紐約、洛杉磯舉行“澳門美術展”等等。還有第二十六屆澳門國際煙花比賽匯演、第六十一屆澳門格蘭披治大賽車等多個節慶盛事令人引頸以待。

另外，旅遊局繼續推出“獎勵旅遊”的激勵措施，將對符合資格的獎勵旅遊活動之概定項目費用提供實質性的支持。詳細方案將於容後公佈。■

MGTO briefs trade on 2014 promotions

In a recent briefing intended not only to inform, but also to inspire the local travel trade to participate fully and share their views, Macau Government Tourist Office cited some of the highlights of its activities that are being planned for 2014.

The list of tourism products is being updated to revitalize tourism development in different communities around Macau, aiming not only to showcase lesser-known sites but also to help relieve traffic congestion. To achieve these goals, monthly activities in outlying neighborhoods are planned, as part of the program, "Step Out, Experience Macau's Communities."

A Golden Week food guide will be distributed to visitors during Chinese New Year and at the beginning of May and October, giving the public information about Macau's restaurants operating on holidays.

The long-term tourism awareness campaign aimed at local residents, will continue through cooperation with local groups and media to create a more friendly and welcoming atmosphere for visitors.

Weekend cultural performances, including lion dances, Portuguese folk dances, Chinese martial arts demonstrations, and the popular "Drunken Dragon" dance, as well as magic and balloon twisting shows and Chinese Opera, will again be staged at popular tourist sites on weekends.

MGTO will continue to cooperate with local organizations in the Macau Temples and Churches Project for the benefit of visitors and local residents. Pedicabs will continue to be on display at popular sites to give visitors photo opportunities. Support will also continue for the wedding incentive scheme, aiming to attract couples, wedding planners and companies to choose Macau. And student groups continue to be the target of the ongoing student excursion incentive scheme.

As in the past, throughout the year, with the support of its worldwide representative offices, MGTO will actively take part in travel fairs, roadshows and large-scale consumer events in Macau's top visitor source markets and potential new markets around the region, and in Europe and the US. ■

Macanese diaspora reunite for 2013 gathering

More than 1,200 members of our unique the Macanese, or people of mixed Portuguese and Chinese ancestry with family ties to Macau, gathered here from November 30 to December 7.

The group, which meets regularly in Macau every three years, was greeted by Chief Executive Chui Sai On at the opening ceremony for the series of

reunion events, which included a group photo session at the Ruins of St. Paul's attended by Secretary of Social Affairs and Culture Cheong U. At a dinner hosted by Macau Government Tourist Office on December 7, Director Maria Helena de Senna Fernandes addressed the group, which included 879 members who had returned from overseas for the gathering. ■

澳土生葡人社群聚會傳承文化

由澳門特區政府、澳門基金會支持每三年一屆的“澳門土生葡人社群聚會”於去年底舉行。為期八日活動為推動全球土生社群保存土生身份和文化，其起著促進澳門作為多元化城市的作用。

澳門特區政府行政長官崔世安出席開幕式；社會文化司長

張裕亦出席了大三巴牌坊的大合照活動。旅遊局於十二月七日宴請與會者，局長文綺華在晚宴上致詞時表示，“三年一度的土生葡人社群聚會，不單讓移居外地的土生葡人認識澳門的最新情況，也令對澳門較陌生的年輕一代有更多了解。”晚宴有八百七十九位來自海外的與會者出席。■



澳門拉丁城區幻彩大巡遊全城歡騰慶回歸

澳門特別行政區政府文化局於去年十二月二十日澳門特別行政區成立紀念日，舉行慶祝澳門回歸祖國十四周年《澳門拉丁城區幻彩大巡遊》。該大巡遊主題為“生命的律動”，以“愛·和平·文化共融”為理念，並以“年度慶典，全城VIVA”為口號。大巡遊於大三巴牌坊耶穌會紀念廣場舉行開幕式及起步，芸集海內外演藝精英、超過二千人組成的巡遊團隊，與VIVA仔結伴，展開探索生命的奇妙旅程。本屆現場參與大巡遊、觀看電視直播節目及五個社區大屏幕直播的觀眾人次逾十萬，共同見證大巡遊盛事。

除了意大利導演團隊，大巡同時遊邀請了來自葡萄牙、西班牙、法國、意大利、秘魯、玻利維亞、布基納法索等

約十多個拉丁語系國家地區，演出包括葡萄牙PIA高蹺達人、法國及布基納法索組成的大大木偶團、西班牙太陽舞團、秘魯傳統面具舞、意大利特色旗兵等；另外，還有來自內地的泥溝英歌隊、香港青年步操

樂團、台灣極度幻想泡泡表演團、姚尚德街頭默劇工作坊等，還有經徵集的五十個澳門團隊。本屆大巡遊中表現最出色的澳門巡遊團隊，將於今年前往意大利參加一年一度的維亞雷焦嘉年華大巡遊。■



Parade through Macau, Latin City a magnet for tourists

To mark the 14th anniversary of the establishment of the Macau SAR on December 20, Cultural Affairs Bureau organized a Parade through Macau, Latin City. The event's theme was "The Rhythm of Life," but it also sought to exemplify the slogan "Peace, Love, and Cultural Integration," and was described as "An annual celebration for the entire city – VIVA!"

Supported by a vast array of government institutions and non-governmental groups, the parade was again a magnet for tourists and a way to demonstrate Macau's diverse cultural

influences. Besides local performers, this year's Parade embraced performing groups from many countries and regions, namely Portugal, Spain, France, Italy, Peru, Bolivia, Brazil, Argentina, Colombia, Burkina Faso, as well as Taiwan, Hong Kong and Mainland China, bringing the total to around 2,000 creative participants.

Following an opening ceremony at the Ruins of St. Paul's, the parade wended its way down Rua de S. Paulo all the way past St. Anthony's Square, St. Lazarus' Church and culminating in a grand joint performance at Tap Seac Square. ■

MGTO ACTIVITIES 旅遊局動態

MGTO Global Promotion Highlights

旅遊局全球推廣活動



LONDON 倫敦

MGTO attended World Travel Market in London and co-hosted a reception with Hong Kong Tourism Board which was attended by travel trade, media and celebrity chef, Ching-He Huang, who recently visited Macau for filming.
旅遊局與香港旅遊發展局在英國倫敦「世界旅遊交易會」的展位舉行聯合酒會，當地旅遊業界、傳媒代表及早前來澳拍攝的著名廚師黃瀨億應邀出席。



TAIPEI 台北

MGTO held "Fun Macau Travel Fair" at Eslite Bookstore Xinyi on November 1 to 30 last year.
旅遊局於去年11月在台北誠品書局信義店舉辦長達一個月的《玩味澳門》城市旅展



TAIPEI 台北

MGTO worked closely with Taiwan travel agents and launched "Enchanting Macau" tour product in November 21 last year to targeting female visitors.
旅遊局與數家旅行社於去年11月21日共同推出專為台灣女性設計的時尚之旅 - 《澳門嬌遊》產品。



KUALA LUMPUR 吉隆坡

Live Screening final race of the Formula 3 Macau Grand Prix at the Pavilion's Connection in Malaysia to celebrate the 60th Macau Grand Prix with motor sports enthusiasts.
旅遊局於吉隆坡巴比倫購物中心現場直播澳門格蘭披治大賽車三級方程式賽事，與賽車迷一起慶祝第60屆澳門格蘭披治大賽車。



KUALA LUMPUR 吉隆坡

Augmented Reality Video (AR) allowed public to have a virtual experience with the Macau Grand Prix.
透過擴充實境(AR)視頻讓觀眾彷彿置身現場，感受澳門格蘭披治大賽車的刺激氣氛。



HONG KONG 香港

MGTO, in cooperation with Young Post by South China Morning Post, organized "Fascinating Macau" Macau World Heritage Drawing Competition for secondary school students in Hong Kong to promote the Historical Centre of Macau.
澳門旅遊局聯同南華早報青年報舉辦「綺麗時刻」澳門世界文化遺產繪畫比賽，讓香港中學生更深入認識澳門歷史城區。



HONG KONG 香港

Joint Promotion with Hong Kong major outbound travel agents to promote Macau packages.
澳門旅遊局聯同香港主要外遊旅行社推廣澳門酒店套票。



HONG KONG 香港

MGTO hosted a Product Update Luncheon in end of November at Club Lustiano for the Board of Directors of Travel Industry Council in Hong Kong.
旅遊局於十一月底在香港西洋會為香港旅遊業議會理事會成員介紹澳門旅遊最新發展。



HONG KONG 香港

MGTO organized a familiarization tour for Hong Kong teachers aiming to enrich knowledge on the culture and UNESCO-listed world heritage of Macau, to inspect Macau's museums and accommodation facilities suitable for student groups and to facilitate Hong Kong Schools' liaison with counterparts for potential academic exchange.
旅遊局於十一月底為香港教師舉行了兩日一夜的考察團，藉此認識澳門的世界遺產及旅遊業發展、參觀適合學生的住宿設施和探討港澳兩地學術交流的空間。



TOKYO 東京

MGTO teamed up with partner travel agencies to run between late November and early December last year the in-train gallery advertising blitz in Greater Metropolitan Tokyo.
旅遊局與日本業界伙伴合作，於去年11月底至12月初期間在東京的日本鐵路(JR)車廂內放置為當地度身訂造的宣傳廣告，藉以接觸廣大客群。



FRANKFURT 法蘭克福

MGTO organized an annual appreciation event in the famous Ivory Club in Frankfurt, of which top 40 tourism industry partners attended.
旅遊局於德國法蘭克福著名餐廳(Ivory Club)舉行一年一度的答謝宴，四十位當地最具影響力的旅遊企業代表出席活動。



ARIZONA 亞利桑那州

MGTO participated in 2013 USTOA Annual Conference & Marketplace in Scottsdale, Arizona to meet face-to-face with the top 60 tour operators and promote Macau's upcoming tourism products, discuss new marketing opportunities.
旅遊局參與2013美國旅遊代理商協會年會及展覽，向六十間最具規模的旅遊企業介紹澳門旅遊業最新發展並進行業務上的互動交流。



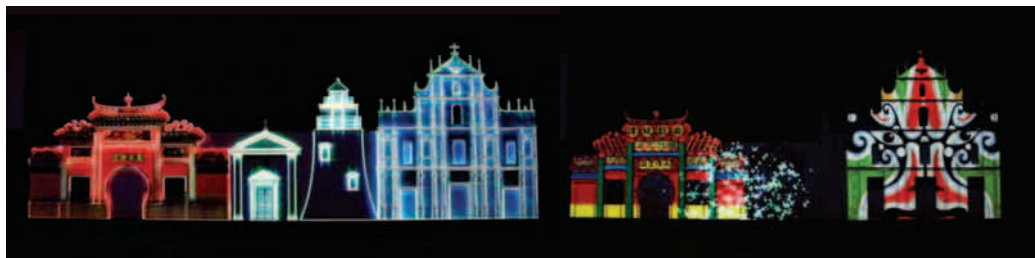
PORTUGUESE TOURISM STAKEHOLDERS IN MACAU 葡萄牙旅遊業界代表考察

Joint familiarization trip to Hong Kong and Macau, organised end of November last year by MGTO and Cathay Pacific, for eight Portuguese tour operators and travel agents.
去年十一月底，旅遊局聯同國泰航空組織八位來自葡萄牙的旅行社代表到香港及澳門考察。



OPORTO 波爾圖

Joint promotion of MGTO in November last year with the tour operator Jade Travel and Emirates Airlines for travel agents in Oporto.
旅遊局與旅行社及航空公司攜手向葡萄牙波爾圖的旅行社進行宣傳活動。



旅遊局赴邕推澳門旅遊

澳門特別行政區政府旅遊局於二月中旬舉行“感受澳門－廣西·南寧”，在當地展開連串的旅游推廣活動。代表團包括旅遊局領導、本澳業界代表及表演團體一行赴廣西壯族自治區的首府南寧市向當地市民介紹澳門多元的旅游產品。

是次大型宣傳活動包括開幕式及具澳門特色佳餚和文藝表演的晚宴，當中有

龍獅表演、澳門歌手獻唱、以世遺景點標誌性建築為背景透過三維影像投放光影表演、民間手工藝示範等。其他活動還包括最新旅遊發展的介紹、邕澳兩地旅遊業界洽談會等。南寧的市民還可在戶外推廣活動中感受揉合中西文化的氣氛，場內設有光影表演和圖片展，而展位將有美食推廣、手信、文創產品、旅遊資料等。■

Macau tourism promoted in Nanning

Macau Government Tourist Office (MGTO) is organizing a series of promotion activities in mid February in Nanning. A delegation of MGTO officials, travel trade and performers are traveling to the capital of the Guangxi Zhuang Autonomous Region in southern China to promote the diversity of Macau's attractions.

The program of promotional activities, named “Experience Macau in Nanning, Guangxi”, includes an opening ceremony with a Macau food dinner and cultural performances, including dragon and lion dances,

and Macau singers, along with a 3D light show projection with images of the city's historical buildings, jointly with arts and crafts artisans working on site. During the promotion, travel trade from Macau and Nanning will also be briefed on each other's new developments and tourism situation, and discuss business opportunities in a mini-mart. Nanning citizens will be given a taste of Macau's unique blend of East and West culture as well, through outdoor event comprised with photo exhibition, 3D light shows, booths with typical food, souvenirs, creative products and travel information. ■



中珠澳於合肥推廣三地連線旅遊

澳門特別行政區政府旅遊局聯同中山市旅遊局和珠海市文體旅遊局於去年十一月底在安徽省合肥市舉行“大香山——珠江西岸三城旅遊路線”推介會，藉以宣傳連線旅遊。

近年，隨著高鐵快速發展，選擇乘坐高鐵前往廣東省旅遊的安徽省旅客增加，因此，中珠澳三地旅遊局攜手向當地業界推廣“三合一旅遊線路”，以吸引更多旅客前

往三地旅遊，促進“一程多站”。推介會上，中山、珠海和澳門三地旅遊局分別介紹旅遊資源及最新旅遊情況，及後設宴招待與會者。

二零零六年，中山、珠海及澳門三地旅遊局簽署了《中山、珠海、澳門旅遊合作備忘錄》，及後積極攜手開發連線旅遊，先後於國內及多個國家地區宣傳“一程多站”的連線旅遊，進一步共同拓展旅遊市場。■

Macau, Zhongshan and Zhuhai joint-promotion in Anhui

As part of Macau Government Tourist Office (MGTO) cooperation with the Zhongshan Municipal Tourism Bureau and Zhuhai Culture Sports and Tourism Bureau to promote the Fragrant Hill tour route across three cities on the Pearl River's western bank, a promotion was held in Hefei, Anhui, in November last year.

Mainland China's rapidly developing high-speed rail services are bringing more and more Anhui residents to Guangdong Province. As a result, tourism offices of Zhongshan, Zhuhai

and Macau have joined forces to promote three-in-one tour routes among local trade partners to encourage multi-destination tours. At the promotion held in Hefei, each of the three tourism departments gave a presentation of their destination's tourism resources and latest developments, and joined their colleagues at a banquet.

Zhongshan, Zhuhai and Macau signed a memorandum of cooperation in tourism in 2006, and since then have worked together to develop and promote multi-destination tours together. ■

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IN AND AROUND MACAU 繽紛澳門



Entertainment all over town every weekend

Touring Macau's scenic attractions on foot is more fun than ever, because now there are additional sites for cultural performances visitors can enjoy along the way. As part of Macau Government Tourist Office's campaign to promote walking tours, "Step Out, Experience Macau's Communities", weekend performances such as Portuguese Folk Dance, Martial Arts, and Lion Dance Performance have been added at Ave. Dr. Sun Yat Sen (near the Kun Iam

Statue), the space in front of the Macau Cultural Center, and Tap Seac Square.

There are also performances at the Ruins of St. Paul's, Mount Fortress, Senado Square, Barra Square in front of A-Ma Temple, Friendship Square Rua do Cunha in Taipa and Coloane Village. Visitors might be surprised to turn a corner and find a magician doing tricks, or bending balloons or artists bringing quirky avant-garde acts to the streets as they wander the city on Saturdays and Sundays. ■

旅遊局於步行路線增文藝活動

為配合《論區行賞》旅遊步行路線的推廣，讓旅客遊覽車澳門景點的同時，感受一下本地的文化藝術，旅遊局多年來於逢週六、日在澳門議事亭前地、大三巴牌坊、大炮台、友誼廣場、媽閣廟前地和氹仔官也街於不同時段送上不同類型的表演，並於去年十二月新增孫逸仙大馬路(觀音蓮花苑附近)、澳門文化中心前面空地和

塔石廣場三個表演場地。

旅客可以上景點欣賞漁業人士的傳統慶祝活動舞醉龍、難度極高的中國傳統表演中國武術和舞獅、具有超過三百年歷史的粵劇、輕鬆活潑的葡萄牙土風舞、深受年青人喜愛的街舞和各類舞蹈表演，還有新增的魔術表演及小丑扭氣球。其中舞醉龍及粵劇更被列入《國家級非物質文化遺產名錄》。■

藝博館兩大展覽萬勿錯過

岳敏君是中國當代藝術舞臺上最具代表性的藝術家之一，其作品主要是以一系列優笑的光頭“偶像”而著稱，並已成為國際上辨識當代中國藝術的符號之一。“岳敏君：偶像製造”展於去年十一月至二零一四年二月十六日，將岳敏君於宋莊的工作室“移植”到澳門藝術博物館，展出二十二件(套)風格迥異的作品包括繪畫、室內及戶外雕塑，並展出創作

中使用的材料及工具等。

另外，澳門藝術博物館呈獻年度文物大展“清心妙契”，以“茶”為主題，展出近一百七十件套故宮博物院及英國國立維多利亞與艾伯特博物館珍藏的中西茶具及書畫文物，展品製作年份橫跨公元三世紀至二十世紀，讓觀眾回味千年茶文化風韻。該展展期由去年十二月至二零一四年三月九日。■

Major exhibitions at Macau Museum of Art feature works by Chinese painter Yue Minjun and historic tea pieces

Two major shows at the Macau Museum of Art this season bring works from the controversial and contemporary to the traditional and sublime tea culture, addressing a wide range of artistic tastes.

Fifty-two works by Yue Minjun, best known for oil paintings depicting himself frozen in laughter, include his signature image in sculpture, watercolor and prints. The exhibition, Yue Minjun: Neo-Idolatry opened in November and will be open until February 16.

Also at the museum, Taste and Essence: A Special Exhibition of Historic Tea Pieces by the Palace Museum and the Victoria and Albert Museum, opened in December and runs until March 9, featuring some 170 cultural treasures, including porcelain and wooden tea sets, and tea-themed paintings from these respected institutions.



This exhibition focuses on the tea culture of the Ming and Qing dynasties (14th to 20th century), particularly highlighting the tea drinking customs among the Qing imperial family. The Tang and Song dynasties

(7th to 13th century) are also covered, as are wares produced during the 17th and 20th century in England and other European countries as well as some Chinese export porcelain.

Both shows are organized by the Civic and Municipal Affairs Bureau, Macau Museum of Art, Palace Museum, Victoria and Albert Museum, Macau Foundation, Macau Government Tourist Office, and Macau Daily News.

The Macau Museum of Art, Av. Xian Xing Hai, is open from 10 am to 7 pm daily except Mondays. ■

Science Center singled out by TripAdvisor exhibits wildlife

The Macau Science Center was recently awarded by TripAdvisor for its family-oriented tourism facility, as the venue is marking its fourth anniversary with a variety of activities, including an outstanding wildlife photography exhibition.

TripAdvisor, the world's largest travel website, awarded the Macau Science Center its Certificate of Excellence 2013. The Certificate of Excellence is based on the comments and ratings by travelers on TripAdvisor. It is only awarded to organisations that rank in the top 10 percent of all tourist attractions listed on TripAdvisor. In addition to receiving exceptional feedbacks from the majority of visitors, the organisation must also maintain an



overall rating of 4-star or above over the past 12 months to be eligible for this prestigious award. Currently, Macau Science Center stands in the top 10 percent among more than 140 tourist hotspots in Macau.

Last November the Macau Science Center opened a Wildlife Photographer of the Year exhibition, comprising a selection of the best 100 images from the Wildlife Photographer of the Year competition, now in its 49th year, which is organized annually by the London Natural History Museum and BBC Worldwide. These excellent photographs promote discovery, understanding and responsible enjoyment of the natural world's beauty and drama. The exhibition runs until March 2. ■

澳門科學館獲旅遊網站頒發卓越獎

澳門科學館於二零一三年榮獲全球最大旅遊網站TripAdvisor之中國官網“到到網”頒發二零一三年度卓越獎，以表揚本館的優秀服務及設施。卓越獎的評選以旅客意見及評論為基礎，所有獲獎的機構必須在 TripAdvisor旅遊網站上排名前百分之十，除了獲得大部分旅客的正面評價之外，在過去十二個月內的整體評分亦須保持在四顆星或以上(滿分為五顆星)方可獲此殊榮。根據該旅遊網站的旅客意見統計，澳門科學館目前在澳門一百四十多個旅遊熱點中位列前百分之十。

另外，為慶祝澳門科學館開幕四週年，由英國廣播公司及自然歷史博物館授權策劃之“生生不息——二零一三野外生態攝影年展”於去年十一月至今年三月二日在科學館展覽中心二號展廳舉行。展覽以促進觀察、理解及負責任地享受自然世界為主題，參觀者將會欣賞到由英國廣播公司及自然歷史博物館合辦之第四十九屆野外生態攝影比賽中最優秀的一百份作品。澳門科學館更是二零一三年度比賽得獎作品在亞洲公開展覽的首站。■

旅遊局推出《論區行賞》手機應用程式

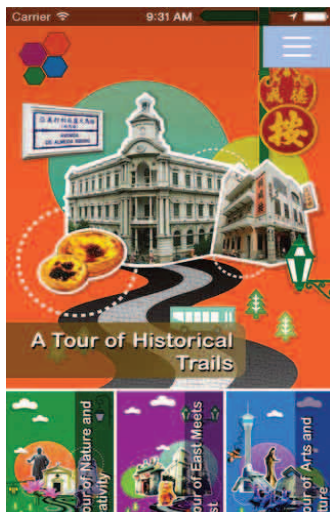
澳門特區政府旅遊局推出 in December《論區行賞》社區旅遊iPhone應用程式(App)，讓市民及旅客透過手機平台輕鬆地獲取《論區行賞》四條

步行路線的資料。本程式提供繁體中文、簡體中文、英語及葡語的使用介面及資訊。旅遊局也將推出此應用程式的Android版本。■

New “Step Out, Macau” Mobile App

MGTO has launched in December an iPhone App named “Step Out, Macau” for citizens and visitors to enjoy easy access to information about the four walking tour routes of the project “Step Out,

Experience Macau's Communities”. The App is available in Traditional Chinese, Simplified Chinese, English and Portuguese. MGTO will also launch the Android version in the future. ■



New walking tours to Macau's temples announced

In another bid to attract sightseers to Macau's lesser-known areas, Macau Government Tourist Office (MGTO), joined by local organizations, introduced in November four new itineraries leading visitors to 19 traditional Chinese temples in the city's older districts at Largo do

Pagode do Bazaar. The new tours complement the four walking tour routes “Step Out, Experience Macau's Communities” that MGTO promoted earlier and are described in brochures that are distributed at MGTO information counters and the temples on the routes. ■

新增步行路線覆蓋十九座廟宇

澳門特區政府旅遊局與澳門廟宇節慶推廣籌委會合辦的中式廟宇旅遊計劃“澳門廟宇遊蹤二零一三”於去年十二月一日展開，全澳包括澳門區、離島區合共推出四條覆蓋十九座中式廟宇

的活動路線。合辦單位認為，該四條活動路線與旅遊局早前推出四條《論區行賞》的旅遊步行路線相輔相成，除有助推動澳門社區旅遊，更有助澳門傳統廟宇節慶文化的傳承和推廣。■