Technical Workshop:
UNWTO – WTCF City Tourism Performance Research

Macao’s data collecting method and research approach

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1. Tourism Performance in Economic Perspective

Macao Tourism Statistics System
1. Tourism Performance in Economic Perspective

Economic Indicators
- Visitor Flows
- Visitor Expenditure
- Hotel Performance
- Tourism Value Added

Data Collecting Method
- Administration Records
- Visitor Expenditure Survey
- Survey on Hotels and Similar Establishments
- Tourism Satellite Account
1. Tourism Performance in Economic Perspective

Visitor Flows

- Data source: Immigration Department (PSP)
- Data collection method: administrative record
- Geographical coverage: All arrival and departure points in Macao
- Data dissemination: monthly by Statistics Department (DSEC)
- Data on visitor arrivals and visitor profile:
  - Visitor Arrivals by place of issue of travel document
  - Visitor Arrivals by Nationality
  - Visitor Arrivals by type of visitor
  - Visitor Arrivals by Mode of Transport
  - Visitor arrivals by age group and gender
  - Length of Stay by type of visitor
  - Mainland Visitor by Principal Province and Municipality
1. Tourism Performance in Economic Perspective

**Visitor Expenditure**

- Data source: Statistics Department (DSEC)
- Data collection method: Visitor Expenditure Survey via face-to-face interview
- Geographical coverage: Departure points in Macao
- Data dissemination: quarterly by Statistics Department (DSEC)
- Data on:
  - Per capita spending of visitor
    - by place of residence
    - by type of visitor (same day or overnight)
    - By type of expense (shopping/Accommodation/f&b/ others)

**Visitor Characteristics** - Occupation

**Trip Characteristics** - Main Purpose of Visit
1. Tourism Performance in Economic Perspective

**Hotel Performance**

- Data source: Statistics Department (DSEC)
- Data collection method: Survey on Hotels and Similar Establishments
- Geographical coverage: Licensed hotels establishments operating in Macao
- Data dissemination: monthly by Statistics Department (DSEC)
- Data on:
  - Number of establishments and available guest rooms
  - Occupancy rate
  - Number of hotel guests by place of residence & by classification of establishments
  - Length of stay of Hotel guests by place of residence & by classification of establishments
1. Tourism Performance in Economic Perspective

Tourism Satellite Account

- Data source: Statistics Department (DSEC)
- Data dissemination: annually by Statistics Department (DSEC)
- TSA focuses primarily on the analysis of visitor spending on six major categories of tourism goods & services: Gaming, Retail Trade, Food & Beverage, Accommodation, Passenger Transport and Travel Agency Services, and their economic impact on the economy.

- Data on:
  - Tourism Consumption of Visitors
  - Persons Engaged in Tourism Related Industries
  - Tourism Value Added
2. Tourism Performance in Social Perspective

Tourism Carrying Capacity Study
2. Tourism Performance in Social Perspective

Carrying Capacity

- **Area**: 30.5 km²
- **Population**: 648,400
- **No. Visitor**: 30.9 million
- **Population Density**: 21,259 per km²
2. Tourism Performance in Social Perspective

- Macao Tourism Carrying Capacity Study (TCC)
- Conducted by Macao Institute for Tourism Studies - Tourism Research Centre on annually basis since 2003
- Commission by the Office of the Secretary for Social Affairs and Culture of the Macao SAR Government

**Social Carrying Capacity**
- Resident Satisfaction on quality of life
- Visitor Satisfaction on quality of experience

**Physical Carrying Capacity**
- Taxis and major visitor attractions
- Ferries, F&B establishments, public buses
- Hotel rooms
- Border clearance
3. Case Study on Community Tourism Development
Community Tourism

“Step Out, Experience Macao’s Communities”

Community tourism activities

Tourist guidebook to highlight Macao communities elements

Mid-Autumn Community tourism Activity

“Old VS New” Community Tourism Activity

Community Tourism Music Performance

Arraial de São João
“Step Out, Experience Macao’s Communities” Walking Tour Routes

- Footsteps into the Historic Centre
- Crossroads of China and Portugal
- Enchanting Stories of Our Lady of Fatima Parish
- Bygone Days of Taipa Village
- An Experiment of Creativity
- A Legacy of Arts and Culture
- The Marriage of East and West in St. Anthony’s Parish
- Nostalgia in Coloane
Enhance Visitors Travel Experience

“Step Out, Macao" mobile apps

Languages in Traditional Chinese, Simplified Chinese, English, Portuguese, Japanese and Korean are available.

Provide information on sightseeing spots, F&B, transportation, shopping, cultural performance timetable, free Wifi spots, public facilities.
Cultural Performances along the walking Tour Routes

Drunken Dragon Dance

Portuguese Folk Dance

Martial Arts

Lion Dance
MGTO supports the local cultural and creative industry organizations to organize various activities, with the objectives to attract more visitors through cultural and creative projects as well as promoting the industry.
Optimization of signage
1. Beautification of streetscape and repaving the pavements
2. Beautification of rubbish bins
3. Renovation of building façade
Thank You!

MACAO GOVERNMENT TOURISM OFFICE