第六屆澳門國際旅遊（產業）博覽會獲頒認可展會
6th Macao International Travel (Industry) Expo was awarded
AFECA
2018
Recognized Event

MITE

第七屆澳門國際旅遊（產業）博覽會
7.ª Expo Internacional de Turismo (Indústria) de Macau
7th Macao International Travel (Industry) Expo

澳門威尼斯人金光會展D-E館
Hall D-E, Cotai Expo, The Venetian Macao

26-28/04/2019

攜手合作 感受澳門

Experience Macao, Cooperate Beyond Macao

(853) 2870 3707
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主辦單位 Organizer

澳門特別行政區政府旅遊局
DIRECÇÃO DOS SERVIÇOS DE TURISMO
MACAO GOVERNMENT TOURISM OFFICE

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獻詞
Message

2018年，第六屆澳門國際旅遊（產業）博覽會（下稱“旅博會”）獲得澳門會展嘉許獎的“品牌展覽獎”以及亞洲展覽會議協會聯盟亞洲會展獎（AFECA Asian Awards）“最佳消費展覽獎”（Outstanding Consumer Exhibition Award）第二名，是對我們工作的肯定和鼓勵，為旅博會的持續發展帶來新動力。2019年，旅博會來到第七屆，澳門特別行政區政府旅遊局作為主辦單位，與承辦單位澳門旅行社協會繼續緊密協作，致力創新旅博會內容及進一步擴大規模，打造高效的交流合作平台並提升商業效益。

在國家的新時代下，澳門發揮自身獨特優勢，積極參與“一帶一路”及粵港澳大灣區建設，加上港珠澳大橋的開通，為區域旅遊合作及澳門旅遊業發展開啟嶄新一頁。

把握區域旅遊發展的良好勢頭，旅博會着力發揮澳門作為中葡平台和海上絲綢之路重要節點的優勢以及在粵港澳大灣區的角色，同時，激發澳門作為聯合國教科文組織—“創意城市美食之都”的跨領域創意，推動“旅遊+”產業融合發展，配合構建旅遊休閒大業態，為海內外旅遊及相關業界締造多元商機。

旅博會繼續朝着“澳門品牌”年度國際旅遊展會的方向邁進，展示澳門旅遊業的綜合實力和優勢，助力建設“世界旅遊休閒中心”。

在此，衷心感謝各參與單位和海內外參展商一直以來的支持，我們期待再次為各位帶來豐碩的收穫。預祝第七屆澳門國際旅遊（產業）博覽會圓滿成功！

In 2018, the 6th Macao International Travel (Industry) Expo (referred to as the "Expo") harvested the Brand Exhibition Award of the Macao Convention and Exhibition Commendation Awards, and the Outstanding Consumer Exhibition Award - 2nd place of the 2018 Asian Federation of Exhibition and Convention Associations (AFECA) Asian Awards. We value the recognitions and encouragement for our accomplishment, which give the Expo a new impetus to keep moving forward. Coming to the 7th edition in 2019, the organizer Macao Government Tourism Office will continue to work in close partnership with the coordinator Macau Travel Agency Association to innovate on the programme and expand the scale of the event, dedicated to forging an effective exchange and cooperation platform to augment commercial benefit for delegates.

With the dawn of the new era for our Country, Macao delivers its unique competitive strengths and actively participates in the Belt and Road Initiative and the Guangdong-Hong Kong-Macao Greater Bay Area development. Also, with the inauguration of the Hong Kong-Zhuhai-Macao Bridge, a new chapter has unfolded for regional tourism cooperation and Macao's tourism development.

Riding on the bright prospect for regional tourism development, the Expo will focus on radiating Macao's influence as a Sino-Portuguese platform and a major hub along the Maritime Silk Road, as well as its role in the Guangdong-Hong Kong-Macao Greater Bay Area. In addition, we strive to unleash the cross-field creativity of Macao as a UNESCO Creative City of Gastronomy to push forward integrated development across the "tourism+" industries and support a paradigm shift towards mega integration across the tourism industry, providing a wealth of business opportunities for tourism and related industry operators at home and abroad.

The Expo will forge ahead with the vision to become Macao's annual international travel fair brand, to manifest the comprehensive strengths and advantages of Macao's tourism industry, advancing the city's transformation into a world centre of tourism and leisure.

Hereby, I would like to express my heartfelt gratitude to all the participating entities and exhibitors from near and afar for your tremendous support. We look forward to presenting fruitful harvests for all of you once again. Wish the 7th Macao International Travel (Industry) Expo an unparalleled success!

文綺華
澳門特別行政區政府旅遊局局長
Director of Macao Government Tourism Office
Maria Helena de Senna Fernandes

展會概況
Expo Introduction

第七屆澳門國際旅遊（產業）博覽會（以下簡稱“旅博會”），將於2019年4月26日至28日假澳門威尼斯人酒店金光會展D-E館盛大舉行。為配合澳門特別行政區政府一個中心－“世界旅遊休閒中心”、一個平台－“中國與葡語國家商貿合作服務平台”的發展定位，參與和助力“一帶一路”建設、配合粵港澳大灣區建設，今屆旅博會將以澳門回歸二十周年為契機，突顯B2B、B2C雙平台效應。為國際旅遊業界獲取旅遊資訊、尋找合作商機提供交易平台；又為澳門旅遊企業和市民搭建了展銷平台。冀透過“一帶一路”沿線國家、與澳門緊密聯繫的葡語系國家以及粵港澳大灣區城市群的輻射作用，推動引入澳門及中國內地與亞洲、歐洲、拉美洲乃至全球旅遊產業融合發展，共建旅遊共同體。

今屆旅博會面積增至15,000平方米，標準展位增至750個，展會內容涵蓋傳統旅遊體驗產業鏈中吃、住、行、娛、遊、購六大元素。參展商來自澳門及世界各地旅行社、酒店、景點景區、旅遊交通及旅遊延伸服務之機構。

The 7th Macao International Travel (Industry) Expo (hereinafter referred to as the "Expo" or "MITE") will be staged at Cotai Expo Halls D-E, the Venetian Macao from 26th to 28th April 2019. The Expo is expected to highlight Macao's role in facilitating the Belt and Road Initiative and cooperation across the Guangdong-Hong Kong-Macao Greater Bay Area, making the best out of the position of the Macao SAR as One Center (the World Centre of Tourism and Leisure) and One Platform (the Commercial and Trade Cooperation Service Platform between China and Portuguese-speaking Countries). At the historic time of the 20th anniversary of Macao's return to China, the MITE 2019 will seek to go beyond the B2B and B2C patterns, to facilitate information accessibility and cooperation within the world tourism industry, and to provide a chance for Macao tourism enterprises and tourism-related personnel to exhibit their products. We hope that, by promoting cooperation with countries along the Belt and Road, the Portuguese-speaking countries with close link with Macao and the Guangdong-Hong Kong-Macao Greater Bay Area city clusters, we can develop a tourism community for the integrated development of Tourism industry covering Macao, the Mainland of China, other places in Asia, Europe, Latin America and beyond.

The MITE 2019 is expanded to cover an area of 15,000m^2 with 750 exhibit booths in total, featuring six key elements of the tourism industry-dining, lodging, transportation, entertainment, sightseeing and shopping. Exhibitors include travel agencies, hotels, touring attractions, tourist transportation and other tourism-related service providers in Macao and around the globe.

展會信息
Expo Information

展覽開放時間 Expo Opening Hours

日期 Date	時間 Opening Hours
2019年4月26日 April 26th, 2019 (專業觀衆) (Trade Visitors)	09:00~18:00
2019年4月27日 April 27th, 2019 (對外開放) (Public)	10:00~20:00
2019年4月28日 April 28th, 2019 (對外開放) (Public)	10:00~20:00

參展價格 Expo Fee

標準展位：2,000美元/9平方米

Standard booth: USD 2,000 / 9m²

含：楣板/射燈2支/500W插座1個/詢問枱1張/摺椅2張/地毯/廢紙箱

Include: Parapet / Two spotlights / One 500W socket / One inquiry desk / Two folding chairs / Carpet / Rubbish bin

光地展位：200美元/平方米

Raw space: USD 200 / m²

(面積：18平方米起)

(Area: 18 m² at least)

參展範疇 Exhibitors Categories

國家旅遊局及旅遊行業組織/酒店及度假村/景區景點/航空公司/旅遊裝備及用品/旅行社/旅遊媒體/旅遊電商及旅遊相關服務

Government and tourism organizations / hotels and resorts / tourist attractions / airlines / travel equipment and products / travel agencies / tourism media / tourism e-commerce and tourism related services.

展會特色 Expo Features

- **搭建國際旅遊交易平台/Create an International Trading Platform for Tourism Products**

  澳門國際旅遊(產業)博覽會積極拓寬區域旅遊合作，致力為世界各地旅遊業界打造交流合作和推廣銷售的平台。

  Macao International Travel (Industry) Expo works vigorously to expand regional tourism cooperation, with a commitment to create a platform for the tourism industry and related industries across the world to carry out exchange and cooperation as well as promotion and marketing of tourism products.

- **配對系統精准配對/Precise Business Matching through the Matching System**

  通過展前系統匹配與自主邀約，優化配對品質和效率。招募優質的旅遊產品採購決策者，讓商務洽談及一站式採購更高效、更便利！

  Through Pre-scheduled Appointments system and Self-scheduled Appointments, the Expo aims to improve the quality and efficiency of business matching. Qualified decision-makers for tourism products procurement are recruited to facilitate and improve the efficiency of business matching and one-stop procurement.

- **突顯雙平台效應/Highlight the Effects of Double Platforms**

  B2B及B2C同時呈現，既為國際旅遊業界獲取旅遊資訊、尋找合作商機提供交易平台，又為澳門旅遊企業和市民搭建了展銷平台。

  Both B to B and B to C platforms are available not only to provide trading platforms for the international travel industry to gain travel information and seek cooperation and business opportunities, but also to build platforms for travel agencies and residents in Macao to exhibit and market their products.

- **內容多樣助推一中心一平台/Diverse Activities to Promote the Building of "One Centre, One Platform"**

  展覽同期設有美食與可持續發展分享會、文創工作坊和葡語國家旅遊產品推介等不同類型的專題活動，助力“一個中心”和“一個平台”。

  Themed activities of various types will be held during the Expo such as sharing of delicacy and sustainability, cultural creative workshops and Portuguese-speaking countries' tourism product promotion to promote the building of "One Centre" and "One Platform".

第六屆澳門國際旅遊(產業)博覽會回顧
The 6th Expo Review

第六屆旅博會榮獲 2018 AFECA Asian Awards－Outstanding Consumer Exhibition Award 與2018澳門會展嘉許獎－品牌會展獎。
The 6th MITE had received the 2018 AFECA Asian Awards - Outstanding Consumer Exhibition Award and Macao Convention and Exhibition Commendation Awards 2018 - Brand Award.

展覽面積 Exhibition area (m^2)	11,000m²	參展國家及地區 Participation countries and regions	50+
展位 Exhibition booths	550	專業買家 Professional buyers	305
簽約項目 Contract signing	38	論壇、會議及推介會 Forums, conferences and seminars	27

＜如何透過MITE尋找商機?＞
How to explore business opportunities in MITE?

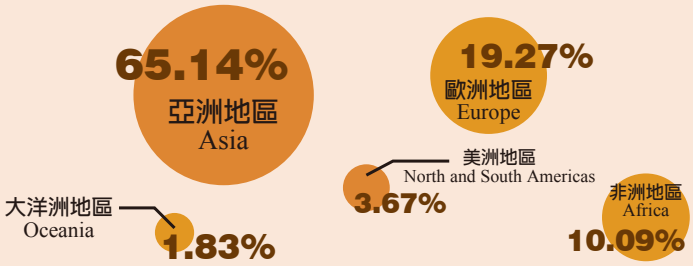
廣東省參展商
Exhibitor from Guangdong province

相關研討會及推介會，交流洽談會做得也不錯，給了各企業有相關交流合作的平台，有利於旅遊行業的發展，增加了旅遊行業的創新。
Relevant seminars, promotion seminars and business matching sessions are useful to provide companies with relevant platforms for exchange and cooperation, as well as promoting the development and innovation of the travel industry.

澳門旅博會給世界各地買家、供應商提供了一個交流平台。
MITE provides buyers and suppliers from around the world with an excellent exchange platform.

海南省買家
Buyer from Hainan province

展商所提供的產品地區分佈 Distribution of Products by Exhibitors



2018年展會精彩瞬間
2018 Expo Review

▲嘉賓在中華人民共和國文化和旅遊部展館前合照
Guests in front of the pavilion of Ministry of Culture and Tourism of the People's Republic of China

▲嘉賓在澳門特別行政區政府旅遊局展館前合照
Guests in front of the pavilion of Macao Government Tourism Office

▲澳門特別行政區政府旅遊局與聖多美和普林西比共和國簽署旅遊合作諒解備忘錄儀式
Signing Ceremony of Memorandum of Understanding on Tourism Cooperation Between Macao Government Tourist Office and São Tomé and Príncipe

▲大灣區旅遊發展機遇研討會現場
Site of Seminar on Tourism Development Opportunity in the Greater Bay Area

▲ 中國・葡萄牙旅遊交流現場
Site of Sino-Portugal Tourism Exchange Seminar

▲第六屆澳門國際旅遊（產業）博覽會歡迎晚宴
Welcome Dinner of 6th Macao International Travel (Industry) Expo

澳門概況
Macao Overview

澳門特別行政區自成立以來，旅遊業發展迅速。中西方跨越文化的互動交流融合成今天獨一無二的文化底蘊，這精粹都能從文物建築、人民風貌和佳餚美食中體現出來。世界遺產“澳門歷史城區”見證著澳門光輝美好時光，不但曾經作為貿易港口及亞洲和歐洲的文化交流平台，現在更擁有豐富的旅遊資源。路氹金光大道坐擁一系列令人讚嘆的世界級豪華酒店品牌及綜合度假村，新開幕的頂級酒店為其增添色彩；加上一系列具策略性的大型基建項目經已落成，如氹仔客運碼頭及港珠澳大橋，均使澳門具備條件成為理想的旅遊地點。

旅遊業一向是澳門經濟的重要支柱，而美食這項重點旅遊產品更有助經濟達致可持續發展及培養多元文化。澳門於2017年10月31日獲評定為聯合國教科文組織創意城市網絡(UCCN)美食範疇的新成員，今後澳門會繼續以美食作動力促進本地文化保育。“澳門美食年”於今年年初正式展開，旅遊局正舉辦一連串的慶祝和推廣活動以鞏固澳門“美食之都”的地位，向世界展示澳門獨有的魅力和創意，全面邁向可持續發展，擴大國際合作。

除了美食，澳門更有一系列令人讚嘆的精彩盛事，包括：澳門國際音樂節、澳門格蘭披治大賽車、澳門美食節、澳門國際馬拉松、澳門國際幻彩大巡遊、澳門光影節及澳門國際影展暨頒獎典禮等。澳門“盛事之都”的美譽絕不令旅客失望，這一切都是到澳門享受難忘旅程的理由！

Macao has undergone a remarkable transformation in the tourism arena since its establishment as a Special Administrative Region. The dynamic interaction between the east and the west inherently created a distinctive culture out of intercultural and intergenerational dialogue, where their traces are reflected in architectural heritage, people and gourmet food in Macao. World Heritage "The Historic Centre of Macao", is a living testament to the glorious past of Macao as a trading post and cultural exchange platform between Asia and Europe that is now complemented by an abundance of tourism resources. The impressive line-up of world class luxury hotel brands and the addition of several newly opened state-of-the-art hotel properties as part of the ongoing expansion of those fully integrated resorts on the Cotai Strip, along with the completion of strategic infrastructure projects such as the new Taipa Ferry Terminal and the Hong Kong-Zhuhai-Macao Bridge, all of which are equipping Macao with the essential ingredients of becoming a desired tourist destination.

While Macao's tourism sector remains one of the core pillars of the local economy, key tourism products such as gastronomy can act as a lever for achieving sustainable economic growth and nurturing cultural diversity. Designated as a new member city of the UNESCO Creative Cities Network in the field of Gastronomy on 31 October 2017, Macao strives to preserve and revive the city's cultural legacy with elements of gastronomy as key enhancers. With the launch of Macao Year of Gastronomy at the start of the year, an array of promotional activities and celebrations are being launched to reinforce its status by showcasing its unique charm and creativity to the world, as well as gearing towards sustainable development and carry out far-reaching international collaboration.

Coupled with an awe inspiring lineup of spectacular events such as Macao International Music Festival, Macau Grand Prix, Macao Food Festival, Macao International Marathon, Macao International Parade, Macao Light Festival and the International Film Festival & Awards - Macao, there are all the reasons to visit this "City of Events" for an incredible experience!

2018年1-10月澳門旅遊數據 Macao Tourism Data from January to October 2018

澳門入境旅客（人次）
Number of visitors arrival
3,154,291

國際旅客（人次）
Number of international visitors
256,232

大中華市場入境旅客（人次）
Number of visitors arrival from the Greater China market
2,898,059

留宿旅客（人次）
Number of visitors staying overnight
1,549,891

資料來源：統計暨普查局
Source: Statistics and Census Service

主辦單位 Organizer

澳門特別行政區政府旅遊局
DIRECÇÃO DOS SERVIÇOS DE TURISMO
MACAO GOVERNMENT TOURISM OFFICE

支持單位 Supporting Entity

中華人民共和國文化和旅遊部
MINISTRY OF CULTURE AND TOURISM OF
THE PEOPLE'S REPUBLIC OF CHINA

協辦單位 Co-organizers

澳門特別行政區政府文化局
INSTITUTO CULTURAL do Governo da R.A.E. de Macau

澳門中華總商會
The Macao Chamber of Commerce

澳門工會聯合總會
Federação das Associações dos Operários de Macau

澳門歸僑總會
ASSOCIATION OF RETURNED OVERSEAS CHINESE MACAU

澳門旅遊業議會
TRAVEL INDUSTRY COUNCIL OF MACAU

澳門貿易投資促進局
Instituto de Promoção do Comércio e do Investimento de Macau
Macao Trade and Investment Promotion Institute

澳門街坊會聯合總會
União Geral das Associações dos Moradores de Macau

澳門婦女聯合總會
Associação Geral das Mulheres de Macau

ASSOCIAÇÃO DAS AGÊNCIAS DE TURISMO DE MACAU
澳門旅遊商會
ASSOCIATION OF MACAO TOURIST AGENTS

承辦單位 Coordinator

澳門旅行社協會
Associação das Agências de Viagens de Macau
Macau Travel Agency Association

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