

Tourism

Tourism is the backbone of Macao’s economy. With the long-term goal of building Macao as a world tourism and leisure centre, the government department responsible for tourism development - the Macao Government Tourism Office (MGTO) - started adjusting tourism policies and measures in accordance with Macao’s new positioning, and promoted sustainable and healthy development of the tourism industry in areas including marketing and promotion, tourism planning, products and events, tourism industry management, and training and quality control.

According to data provided by the Statistics and Census Service, the total number of tourists visiting Macao in 2024 was 34,928,650 – representing an increase of 23.8 percent from the 2023 figure. The number of overnight visitors during the year totalled 16,043,768, representing an increase of 12.8 percent, and accounting for 45.9 percent of visitors to Macao. The average length of stay of all visitors was 2.3 days while the average length of stay of overnight visitors was 1.2 days.

In 2024, the Chinese mainland continued to be the largest market for visitors to Macao with 24,491,424 arrivals, accounting for 70.1 percent of the total number of visitors. Among the mainland visitors, 12,281,055 (accounting for 50.1 percent of visitors from the mainland to Macao) travelled to Macao under the Facilitated Individual Travel (FIT) scheme. Hong Kong and Taiwan were the second and third largest markets for visitors to Macao, respectively; compared with 2023, the numbers of visitors from Hong Kong decreased by 0.2 percent to 7,179,722, and those from Taiwan increased by 64.1 percent to 834,411.

Hotels and Travel Agencies

According to Macao Government Tourism Office (MGTO) statistics, at the end of 2024, Macao had a total of 150 hotel premises, of which 105 were hotels and apartment hotels, accounting for 70.0 percent of the total hotel premises, while 45 were budget accommodations, accounting for 30.0 percent of the total hotel premises. There were 48,333 hotel rooms in Macao

Star Rating	Number of Hotels	Number of Rooms
Hotels and Apartment Hotels	105	47,096
Five-star Luxury Hotels	12	7,689
Five-star Hotels	28	20,889
Four-star Hotels	18	8,930
Four-star Apartment Hotels	2	657
Three-star Hotels	18	6,316
Three-star Apartment Hotels	2	638

Two-star Hotels	25	1,977
Budget Accommodations	45	1,175
Total	150	48,333

** The average room rate of three- to five-star member hotels was 1,402.4 patacas in 2024, 3.1 percent higher than in 2023, according to the Macau Hotel Association.*

The total number of guests who stayed in hotels in Macao during 2024 was 14,433,000, representing an increase of 6.4 percent from the figure in 2023. The average year-round occupancy rate of hotels increased by 4.9 percentage points to 86.4 percent. The average length of stay was 1.7 nights, the same as in 2022.

At the end of 2024, there were 198 licensed travel agencies in Macao, eight more than the total of 190 in 2023. A total of 1,826 people held tourist guide licences issued by the MGTO, 65 (3.7 percent) more than in 2023. The language abilities of these tourist guides spanned Cantonese, Putonghua, English, Portuguese, Indonesian, German, Japanese, Korean, Thai, French, Russian, Malay, Hokkien and Chaozhouese.

In 2024, a total of 583,100 Macao residents engaged with travel agent services to travel abroad, 39.1 percent more than in 2023.

Tourism Resources

Boasting a brilliant and fascinating history encompassing 400 years of cultural exchange between China and the West, Macao has a unique appeal to tourists. Its scenery is embellished with tourist treasures of all types, including picturesque dwellings constructed in traditional styles and ancient temples built during the Ming and Qing dynasties, buildings with Southern European architectural features, baroque-style churches and impressive contemporary structures.

Some of Macao's best known tourist attractions that are steeped in history include: the Ruins of St Paul's Church; the Chapel of Our Lady of Guia; St Anthony's Church; St Augustine's Church; St Dominic's Church; St Lawrence's Church; St Lazarus's Church; the Cathedral; Mount Fortress; Mong Ha Fortress; St Francis Fortress; Guia Fortress; Barra Fortress; the A-Ma Temple; Pou Chai Buddhist Monastery and Temple; Lin Fong Temple; Na Tcha Temple; Hong Kung Temple; Tam Kung Temple; Yeok San Buddhist Monastery; Chu Lam Chi Buddhist Monastery; Sam Po Temple; Po Tai Buddhist Monastery; Lin Kai Temple; Pak Tai Temple; and Tin Hau Temple.

Other unique tourist attractions in Macao include: the Museum of Macau which is adjacent to Mount Fortress and features exhibits on Macao's history; the Grand Prix Museum; Wine Museum; Maritime Museum; the Macao Museum of Art; the waterfront Kun Iam Statue; the A-Ma Statue which is made of white marble and sits

on the highest point of Coloane island; and the cybernetic fountain at Nam Van Lake. Visitors are able to see different aspects of Macao in these attractions.

In July 2005 the Historic Centre of Macao was inscribed on the UNESCO World Heritage List with the support of the central government. The Historic Centre of Macao has long been an invaluable asset to the local tourism industry and since its inscription on the World Heritage List, the Government has actively used it as a major selling point in its global marketing efforts to spur diversified development of the tourism industry.

In June 2024, the Macao Special Administrative Region has been awarded the title of Culture City of East Asia 2025, adding one more “golden calling card” to Macao’s drive as an international metropolis. Macao will continue to make use of its unique blend of Chinese culture and Western culture, along with its extensive international contacts, to deepen further cultural and tourism exchanges in East Asia, with an aim to share the story of China with the world.

Cuisines and Events

Macao’s unique mix of cultures and customs is reflected in the form of culinary fusion. In November 2017, Macao was awarded the title of UNESCO Creative City of Gastronomy under the Creative Cities Network. Macanese food, which is a fusion of Portuguese, African, Southeast Asian and Chinese cooking, has begun to gain international recognition after being enjoyed by locals for decades. Other international cuisines are also available in Macao.

Every year Macao stages various international events to raise its international profile and increase its appeal to different tourists around the world. These include the Macao Grand Prix, the Macao International Marathon, the FIVB Volleyball Women's Nations League, the International Fireworks Display Contest, the International Music Festival, the Macao Arts Festival and the Food Festival. In addition, the inauguration of major entertainment facilities, theme hotels, convention venues, world class stadiums and other infrastructures has enriched Macao’s tourism resources and brought more music concerts, art shows, sports events as well as international meetings and exhibitions to Macao, turning a new page in the local tourism industry.