

MTT FOCUS 焦點報導



DIRECTOR'S MESSAGE

More rewarding experiences

With the number of visitors coming to Macau continuing to grow at unprecedented rates, Macau Government Tourist Office (MGTO) continues to focus our efforts on increasing the length of visitor stays and targeting the premium segment of the market, while taking steps to ensure top quality service for all visitors.

The success in recent years of MGTO programs such as training sessions, workshops and seminars has led us to plan more of them for the coming year, while we also get set to roll out new initiatives aimed at diversification of our tourism products that will attract targeted visitors. Recently, we have taken steps to ease congestion around our more popular tourist sites by diverting visitors to some of Macau's lesser-known attractions, which has led to even more rewarding experiences for many visitors while helping our city develop its tourism industry in a more balanced way.

Another important challenge MGTO has embraced is raising awareness among local residents of the importance of the tourism industry. The Tourism Awareness Campaign has been successful in fostering qualities such as courtesy toward visitors and sharing knowledge of the city with them, making everyone "tourism ambassadors." These measures are especially important now as further developments are taking shape, such as new air links, hotel projects, and efforts to garner more accolades by prestigious industry voices such as Forbes and TripAdvisor, which celebrate Macau's many advantages as a destination for tourists and business travelers with their recognition, another way to build worldwide awareness of Macau as a World Center of Tourism and Leisure.

Rounding out MGTO's efforts to achieve these goals are many promotions and activities on this year's agenda; some in conjunction with other government offices and industry groups and some even in with other cities, all aimed at giving visitors more reasons to come to Macau, enjoy its many attractions, and stay longer.

Last but not the least, preparation is being made to host the Asia-Pacific Economic Cooperation (APEC) Tourism Ministerial Meeting. The meeting will once again place Macau on the spotlight of high profile international events and involve not only the government organizing entities, but the whole city.

Director of Macau Government Tourist Office
Maria Helena de Senna Fernandes

局長寄語

精彩綻放，源源不絕

訪 澳旅客持續飆升，澳門特區政府旅遊局將一如既往，積極推出各項措施，優化本地旅遊環境及提升服務質素，藉以延長旅客留澳天數，吸引高端客源。

近年，旅遊局向旅遊業界推出多項培訓課程、工作坊及研討會等活動，藉以加強旅遊業人員培訓，提升本地旅遊服務質素。本年度，我們將再接再厲，推出各項新計劃及活動，確保本澳旅遊業長遠健康發展。例如，近期的北區花車巡遊及“論區行賞”步行路線，便嘗試分流旅客到非旅遊旺區，期待此舉有效舒緩澳門熱門旅遊景點的壓力。另外，旅遊局也通過推出“旅遊認知計劃”，向市民及旅客介紹澳門旅遊資源，一方面向旅客加強宣傳澳門旅遊魅力，另一方面，也讓市民“變身”旅遊大使，兼負接待旅客使命，提升旅遊服務水平。

來往澳門的航線將不斷增加，本地多個酒店項目也將相繼落成開幕。與此同時，澳門旅遊品牌現在多個世界旅遊獎項及權威媒體上綻放光芒，如最近公佈的《福布斯旅遊指南》及全球最大型社區及旅遊評論網站TripAdvisor的排名及評比上，澳門多間酒店均榜上有名，這將有助宣傳及推廣澳門的優質商務旅遊服務功能，打造澳門成為“世界旅遊休閒中心”。

為繼續向旅客推廣澳門的迷人魅力，旅遊局年內還將持續努力，主動出擊，到世界各城市推廣本澳豐富的歷史文化魅力。部分更會聯合其他政府部門，令推廣及優化項目及計劃，成效更加彰顯。

值得一提的是，“亞太經濟合作組織 APEC 旅遊部長會議”將於今年在澳門舉行，各項準備工作現正密鑼緊鼓進行中。澳門將再次因舉辦世界矚目的會議而成為國際焦點，作為東道主，政府以致整個澳門都將參與其中。

澳門特別行政區政府旅遊局局長
文綺華



Macau Government spares no efforts for APEC Tourism Ministerial Meeting

When Macau Chief Executive Chui Sai On convened a preparatory meeting in March for the Asia-Pacific Economic Cooperation (APEC) Tourism Ministerial Meeting (TMM), he called for all-out efforts to make the event a success.

The Chief Executive told all participating departments to make careful evaluations and preparations for security, meeting arrangements, finance, human resources, venues, protocol and promotion. The Government will be working in close cooperation with the China National Tourism Administration and the Ministry of Foreign Affairs, he added.

He stressed that hosting the TMM is one of Macau's most important tasks, one that requires adequate resources for its support.

All Committee members who took part in that meeting made suggestions based on their areas of expertise. Secretary for Security Cheong Kuoc Va introduced security issues, Secretary for Social Affairs and Culture Cheong U said he would instruct related departments to make careful preparation for the TMM. Office of the Chief Executive Cabinet head and Secretary-General of the Committee Alexis Tam Chon Weng gave details on agreements with related Mainland departments and Financial Services Bureau Director introduced the preliminary plan for the TMM.

The APEC Tourism Ministerial Meeting Organizing Committee was established on January 9 in accordance with the Chief Executive's dispatch

made on the same day.

This year marks the 25th anniversary of the establishment of APEC: China will once again host the APEC meeting and gave approval for Macau to host the 2014 APEC Tourism Ministerial Meeting.

The Chief Executive chairs the meeting's Organizing Committee and its members include Secretary for Social Affairs and Culture Cheong U, Secretary for Security Cheong Kuoc Va, Office of the Chief Executive Cabinet Chief Alexis Tam, Executive Council Secretary-General Wallis O Lam, Macau Government Tourist Office Director Maria Helena de Senna Fernandes, Public Security Police Commissioner Ma Io Kun, Government Information Bureau Director Victor Chan Chi Ping, Protocol, Public Relations and External Affairs Office Director Daniel Fung Sio Weng, Financial Services Bureau, Director Vitória Alice Maria da Conceição, and Chief Executive Office Advisers Kou Chin Hung, Tam Ka Wa, and Loi I Man.

Vice Premier Wang Yang, announced that Macau was to host the 2014 APEC TMM when he was here in November for the 4th Ministerial Conference of the Forum for Economic and Trade Co-operation between China and Portuguese-speaking Countries.

Chief Executive had exchanged views on the preparations and arrangements for hosting the TMM with CNTA Chairman Shao Qiwei, and Vice Minister of Foreign Affairs Zhang Yesui during his annual duty visit to Beijing. ■

澳門全力籌辦APEC旅遊部長會議

澳門特別行政區行政長官崔世安於3月3日在政府總部召開亞太經合組織(APEC)旅遊部長會議籌組委員會會議，商議承辦工作計劃。崔世安表示，特區政府將按照中央政府的指示，全力以赴完成國家委託的任務，竭力確保在安全的環境下承辦好今屆APEC旅遊部長會議。委員會各部門須在安保工作、會議安排、財務支出、人力資源、場地安排、賓客禮遇、宣傳資訊等多方面作好評估及佈置，並繼續與國家旅遊局及外交部等相關部委保持密切溝通，聽取意見，合力做好籌備工作。

崔世安在會議上強調，承辦APEC旅遊部長會議是特區政府今年其中一項重點工作，除籌組委員會以外，其他部門須通力合作，適時調度資源，配合會議舉行。會議上，保安司司長張國華介紹了在安保範疇已進行的初步工作。社會文化司司長張裕表示，轄下部門會共同努力辦好會議。行政長官辦公室主任、籌組委員會秘書長譚俊榮介紹了與內地部委工作組舉行前期會議後達至的共識，旅遊局局長文綺華就初步會議計劃作出補充。社會文化司司長辦公室主任張素梅列席會議。

崔世安於2014年1月9日簽署內部批示，設立

亞太經合組織(APEC)旅遊部長會議籌組委員會，並於簽署日生效。批示內容指出，2014年是亞太經合組織(APEC)成立25周年，中國再次成為APEC會議的主辦國。中央政府批准澳門特區政府承辦2014年亞太經合組織旅遊部長會議。為了作好籌辦旅遊部長會議的準備，令會議活動順暢成功，達致中央政府既定目標，有必要成立一個亞太經合組織(APEC)旅遊部長會議籌組委員會，負責統籌有關工作。

上述籌組委員會由行政長官崔世安任主席，成員包括社會文化司司長張裕、保安司司長張國華、行政長官辦公室主任譚俊榮（擔任秘書長）、行政會秘書長柯嵐、旅遊局局長文綺華、治安警察局局長馬耀權（批示原文是原局長李小平或代任人）、新聞局局長陳致平、禮賓公關外事辦公室主任馮少榮、財政局局長江麗莉、行政長官辦公室顧問高展鴻、譚嘉華及呂綺雯。

國務院副總理汪洋去年底來澳出席中葡論壇第四屆部長級會議，表明中央政府原則同意在澳門舉辦2014年的APEC旅遊部長會議。

行政長官隨即於去年12月中赴北京述職期間，先後與國家旅遊局及外交部進行工作會面，初步就旅遊部長會議的籌組安排交換意見。■

Open skies between Macau and Taiwan

Macau and Taiwan signed an agreement in February that ends restrictions on flights and allows charter flights between Macau and Taiwanese destinations such as Taipei and Kaohsiung.

The open skies agreement also allows aviation companies to operate chartered flights without capacity limitations connecting Macau and other Taiwan destinations including Taichung, Hualien, Taitung, Magong, Kinmen, Tainan and Chiayi. The new pact, which also allows airlines in Macau and Taiwan to operate code-sharing services, effectively ends limitations imposed by a flight agreement between Air Macau and Taipei Airlines Associations first signed in 1995.

Improving cross-straits relations have led to plans by Macau and Taiwan to enhance air transport services to boost closer co-operation and exchanges between residents in Macau and Taiwan. ■



澳台簽署航空協議開放天空

澳台兩地於二月簽署《澳門與台灣間航空運輸協議》，取消兩地的航運限制，並允許經營定期包機服務來往澳門與台北、高雄等城市。

澳門航空股份有限公司與台北市航空運輸

商業同業公會於1995年簽署《關於澳門與台灣之間航空運輸商業協議》。其後經多次續簽，澳台雙方終在本年二月簽署《澳門與台灣間航空運輸協議》，取消兩地原有的航運限制，並允許航空企業經營澳門至台中、花蓮、台東、馬公、金門、台

南、嘉義等地的包機服務，兩地航空企業更可用代碼共享方式經營兩地之間的航班服務。

有關協議將有助促進兩地航空運輸的發展及兩地各領域的交流聯繫，並為兩地居民往來帶來更多便利。■

Taiwan visitors satisfied with Macau experience

A recent study commissioned by Macau Government Tourist Office found that visitors from Taiwan, Macau's third largest source market for visitors, had a positive perception of Macau's image, tourist attractions and social and cultural environment. While some 27 percent of Taiwanese visitors said they were "completely satisfied," with their travel experience in Macau, most (45 percent) reported that they were "fairly satisfied," and almost all (95 percent) of those interviewed said they would like to come back to Macau.

With 63 percent of those surveyed saying they arranged schedules by themselves, the most popular places to visit were Taipa (68 percent), the Ruins of St. Paul's (63 percent) and Senado Square (38.8 percent). Their most popular activities were dining (80.2 percent), shopping (67.2 percent) and visiting casinos (43.5 percent). First-time visitors (37 percent) were outnumbered by repeat visitors (63 percent). Most visitors came from Taipei (39 percent), with 20 percent from Taichung and 11 percent from Kaohsiung.

台灣旅客滿意遊澳體驗

台灣是本澳的第三大客源市場，澳門特區政府旅遊局近日委託本澳學術機構進行“2013年訪澳台灣旅客研究調查”。調查顯示，訪澳台灣遊客對在澳門的旅遊體驗給予較滿意的評價，比較滿意的受訪者佔45%，完全滿意的佔27%，95%的受訪者有重遊意願。調查發現，台灣旅客到訪澳門的重遊率相對較高，63%的受訪者是再

次到訪澳門的台灣旅客，其餘人士是首次來澳；澳門景區中最受台灣遊客歡迎從高到低依次為氹仔68%、大三巴63%、議事亭前地38.8%等。在澳門旅遊期間參與最多的活動分別是享受美食(佔80.2%)；其次為購物(佔67.2%)；參觀娛樂場(佔43.5%)。受訪者中主要來自台北市(39%)，其次是來自台中市(20%)，來自高雄市的受訪者佔11%。

澳門越南航線重新開通

澳門國際機場繼續推廣一站多遊的旅遊概念，拓展國內及國際市場。其中，捷星太平洋航空即將於3月28日開通每週21班峴港和河內至澳門航班。

除了促進澳門及越南兩地的旅遊經濟交流，航線將有助吸引更多珠三角旅客由澳門出發到外地旅遊。

越南首都河內擁有1000多年歷史，是越南的政治、經濟和文化中心，市區歷史文物豐富，名勝古跡遍佈。峴港灣為越南著名天然良港，位於越南三個世界文化遺產（順化古都、會安古邑、美山聖地）的交叉中心。■

Macau-Vietnam flights resumed in March

Macau International Airport's "one stop, travel more destinations" market strategy to expand routes connecting Mainland China and the international market has been reinforced, with flights connecting the city and Vietnam resumed at the end of March. Jetstar Pacific Airlines will be launching Da Nang and Hanoi service starting on the March 28, providing 21 flights per week between the two cities and Macau.

Besides facilitating travel between Macau and the

two Vietnam destinations, the new routes are expected to "attract more visitors from Pearl River Delta region traveling via MIA", an airport spokesperson said.

Hanoi, Vietnam's capital, with more than 1,000 years of history, hosts many interesting cultural and historical monuments that attract visitors. The centrally-located city Da Nang, famed for its beautiful seashore and international port, is easily accessible to World Heritage sites Hue, Hoi An and My Son Cham Ruins. ■

CNTA promotes travel to Mainland

China National Tourism Administration (CNTA) will lead a delegation with other Mainland tourism representatives to Macau to present the seminar "Beautiful China" for the Macau travel trade on April 10 at the Macau Tower Convention and Entertainment Center. Seminar topics include presentations of a new China tourism overseas promotion website, the Silk Road and the Xiamen-Shenzhen high speed rail service. ■

國家旅遊局來澳推廣內地旅遊

國家旅遊局率領內地的旅遊官員於4月10日來澳舉辦“美麗中國之旅專題推介會”，向出席的本地旅遊業界代表推介絲綢之路及廈深高鐵的旅遊產品，並介紹最新的中國旅遊海外推廣網站。活動假澳門旅遊塔會展娛樂中心舉行。■

大連澳門航線三月底開通

廈門航空於3月30日首次開通由大連往返澳門的航班，新航線途經杭州，每天往返澳門與大連兩地。航線開通後，內地與澳門有航空聯繫的目的地將增至21個。

New direct flights link Macau and Dalian

Xiamen Airlines launches daily direct air service between Dalian and Macau starting March 30. The new air link, connecting Dalian to Macau via Hangzhou, brings the total number of Mainland cities connected by direct flights to Macau to 21.

INDUSTRY NEWS 業界消息



CNY Parade 2014: bigger and more international

The "Parade for the Celebration of the Year of the Horse" in February topped the bill of Macau Government Tourist Office-organized events and activities to celebrate the arrival of the Lunar New Year. This year, the second festival following its introduction last year, was bigger and more international, with performance groups

coming from Macau, Hong Kong, Malaysia, Japan, Portugal, Taiwan, Indonesia and South Korea to participate. On February 2 the parade featured 13 elaborate floats, and 1,118 performing artists, with fireworks display afterwards. On February 8, the floats went to meet residents and visitors at the Northern District of the city. ■

馬年賀歲花車巡遊 更具吸引力

澳門特別行政區政府旅遊局舉辦的「駿馬喜躍花車匯演」與全澳市民及旅客共慶新歲。連續兩年舉行的大型賀歲活動比去年更具規模、更國際化。今年除了23個本地團體沿途作文藝表演外，還邀請了來自中國、中國香港、中國台灣、馬來西亞、日本、印尼、韓國和葡萄牙8個外地表演團體參與。農曆年初三的花車巡遊共有13部花車及1,118名表演者參與；及後花車在農曆年初九移師到北區與市民及旅客見面。■

Venice Carnival in Macau

The Venetian Carnevale will be celebrated in Macau from March 28 to April 13 at The Venetian Macao, featuring

theatre, dance, music and circus performances, as well as activities and festive fun for families at The Venetian Lagoon. ■

澳門威尼斯人嘉年華

今年的嘉年華會於3月28至4月13日在澳門威尼斯人戶外人工湖畔舉行，連串娛樂表演節目包

括閃光火舞、趣怪雜耍、默劇、舞蹈和木偶劇表演等，為一家大小帶來無限歡樂氣氛！■



More visitor satisfaction in 2013, IFT study reports

In February, Macau's Institute for Tourism Studies (IFT) released results of the latest findings on the Macau Tourist Satisfaction Index, with 2013 marking the second highest rates of satisfaction since 2009, with a score slightly improved (0.5 points) over last year to 70.3.

Events score the highest

The study found Macau visitors' satisfaction level at 70.4 out of a maximum of 100 during the fourth quarter of 2013, one index point higher compared with the previous quarter. Service performance showed improvement as well in the last quarter of 2013, and respondents' satisfaction with events reached a record high, increasing five percent to a score of 77.9. The events sector continues to outperform other sectors and has ranked highest in visitor satisfaction for seven quarters since the second quarter of 2012.

Tour guides and other sectors also improved

One of the biggest improvements was in the performance of tour guides and tour operators, which jumped 6.2 percent in approval ratings in the third quarter to 65.7 in the last quarter of the year. Other sectors also showing improved ratings in the last three months of 2013 included restaurants, casinos, retail shops, hotels and local transportation. ■

研究指2013年 訪澳旅客滿意度升

澳門旅遊學院旅遊業研究暨科學中心（ITRC）二月份公佈2013年第四季及全年的「訪澳旅客滿意度指標」（MTSI）研究結果。科研中心於2013年全年就十個旅遊相關方面共訪問了5,021位旅客；以100分為最高的滿意度評分，2013年度的訪澳旅客滿意度為70.3分，較2012年微升0.5分，滿意度是自2009年來第二高，此前最高評分是2010年的72.1分。

會展及活動滿意度最高

研究結果顯示，2013年第四季的訪澳旅客整體滿意度為70.4分，較上季高1.0分。研究結果發現，旅客最滿意會展及活動方面，上升5%創下新高達77.9分；會展及活動自2012年第二季起連續七季成旅客最滿意項目。

導遊及其他方面滿意度升

訪澳旅客對本地導遊及旅行社方面的滿意度亦顯著提升，比去年第三季上升6.22%，獲評65.7分。另外，旅客對餐飲服務、零售商店、酒店及本地交通方面的滿意度於去年第四季均有增長。■

澳門為TripTogether最佳旅遊目的地之一

旅遊社交網站兼iPhone手機應用程式TripTogether於二月份把澳門列為最佳旅遊目的地之一。TripTogether推介澳門揉合的中葡文化，旅客可遊覽這裡的特色建築、古老教堂和青蔥花園，還可品嚐風味獨

特的澳門菜。網站更評價澳門是最浪漫的旅遊目的地之一。TripTogether.com為自助旅行人士提供平台，尋找同行旅伴，交流分享旅遊經歷；網站會員超過十萬，來自超過190個國家及11,000個城市。■

Website TripTogether recommends Macau

Social travel website and iPhone app TripTogether listed Macau as one of its top destinations in February. Among the attractions it highlighted for members and visitors are Macau's "classic architecture and a mixture of Chinese and Portuguese culture, lush gardens, old cathedrals, beautiful parks, and fusion cuisine." In sum, "Macau is one of the most

romantic places for a trip," the website says. TripTogether.com helps single travelers connect with people who are looking for travel partners, or who just want to share their travel experiences with members who will be visiting their destinations. Its more than 100,000 members represent some 190 countries and 11,000 cities. ■



澳門成2013年印度人最常Google搜尋熱點

目前全球最受歡迎的互聯網搜尋引擎、佔全球搜索引擎市場份額71%的「谷歌」（Google）早前公佈2013年多個國家網民最常搜尋的旅遊地點，澳門成為印度人最喜愛搜尋的

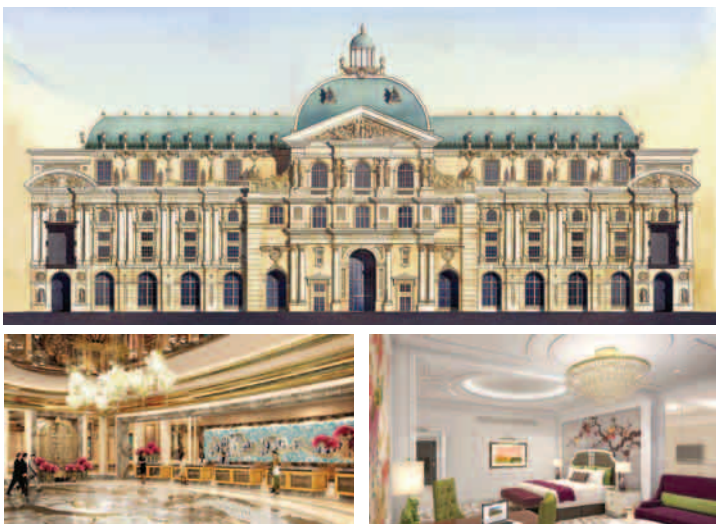
旅遊熱點，其次為馬爾代夫和毛里裘斯。中國內地最熱門搜尋的國內景點依次是杭州、蘇州和九寨溝，澳洲人最愛的旅遊地點是迪士尼樂園，杜拜和中國。■

Macau most searched on Google by Indian travelers in 2013

Google's annual year-in-review Zeitgeist charts, which reveal the hottest travel destinations by country, listed Macau as the most searched for travel destination by Google India users in 2013. "This info

is gold if you want to really know what the local hotspots are," Google spokesperson Joyce Hau said. Google is the world's most popular search engine, with 71 percent of the global search engine market share. ■





Lisboa Palace set to open in 2017

Sociedade de Jogos de Macau, S.A. (SJM) held a groundbreaking ceremony in February for its new destination resort in Cotai, the Lisboa Palace, which will be built near the Macau East Asian Games Dome on 70,468 square meters of land and is expected to open in 2017. Non-gaming facilities will occupy more than 90 percent of the new property's total area, including around

2,000 hotel rooms housed in The Lisboa Palace Hotel (over 1,450 rooms), PalazzoVersace Macau (up to 270 rooms), and a luxury hotel (also about 270 rooms), which SJM announced it will be created by fashion designer Karl Lagerfeld. The complex will also feature Michelin-starred restaurants and luxury shopping at a themed retail mall, a grand wedding pavilion and a multi-purpose theater. ■

「上葡京」預計於2017年開業

澳門博彩股份有限公司設於路氹的「上葡京」項目於二月舉行動土典禮並預計於2017年開業。鄰近澳門東亞運動會體育館，佔地70,468平方米的項目超過九成地方為非博彩設施，其中包括約2,000間酒店客房，分別位處上葡京酒店

(逾1,450間客房)、澳門PalazzoVersace酒店(約270間客房)以及由時尚設計師 Karl Lagerfeld 設計的 KARL LAGERFELD 酒店(約270間客房)。上葡京將設有多家米芝蓮星級食府、主題購物中心、華麗的「成婚殿」以及一個多用途劇院。■



Thousands of new hotel rooms in the pipeline

According to Macau's Land, Public Works and Transport Bureau figures released in February, there were 16 hotels under construction and 27 other hotels projects proposals being evaluated, expected to add another

estimated 25,600 rooms to the city. Among the hotels already under construction, nine are on the Macau Peninsula and will provide 1,030 rooms, five being built in Cotai will have 7,500, and two in Taipa will have 1,060. ■

多個新酒店項目翹首以待

根據澳門特別行政區土地工務運輸局二月份公佈的統計顯示，去年第四季共有16座酒店項目在施中，27間酒店項目有待審批，預計將可提供近25,600間

客房。其中九個興建中的酒店項目位於澳門半島，將提供1,030間客房；五個興建中的酒店項目位處路氹城，將供應7,500間客房；其餘兩個項目在氹仔興建中，可提供1,060間客房。■

澳門七間酒店獲《福布斯旅遊指南》評五星級酒店

《福布斯旅遊指南》早前公佈了第56屆全球星級評級名單，香港、澳門及紐約市均名列前茅，各有七家酒店獲評為五星級。其中澳門悅榕莊和澳門四季酒店成為新晉的五星評級酒店；其他獲評為五星級的本地酒店包括澳門

新濠鋒酒店、澳門皇冠酒店、永利澳門、萬利澳門和澳門文華東方酒店。另外，澳門金沙城中心康萊德酒店、銀河酒店、澳門君悅酒店、澳門金沙城中心假日酒店、澳門大倉酒店、澳門美高梅及澳門威尼斯人酒店均獲評為四星級酒店。■

Forbes Travel Guide 2014 gives Macau hotels top rating

Forbes Travel Guide announced their latest list of star-rated hotels, in which Macau shared top honors along with Hong Kong, New York City and London. Each city had the greatest number of five-star hotels in the markets rated by the Guide, with seven in each. Forbes Travel Guide awarded five stars to

Altira Macau, Banyan Tree Macau, Crown Towers Macau, Encore Macau, Four Seasons Hotel Macao, Mandarin Oriental, and Wynn Macau. It gave four stars to Conrad Macao, Galaxy Hotel, Grand Hyatt Macau, Holiday Inn, Hotel Okura Macau, MGM Macau, and The Venetian Macao Resort Hotel. ■

望廈迎賓館獲“TripAdvisor 2014旅行者最佳之選”

望廈迎賓館榮獲“TripAdvisor 2014 旅行者最佳之選”殊榮，在中國（包括港澳和內地）十大最佳小型酒店當中排行第六位，亦在中國25間最物超所值的酒店中排行第五位；更在中國25間最浪漫酒店中名列第14位。TripAdvisor網站根據全球數以百萬計旅客在親身體驗酒店服務後、於網上發表的評價及建議作為評選依據，每年一度向酒店頒發“TripAdvisor旅行者最佳之選”。

IFT Pousada weeps TripAdvisor awards

Not only was Institute for Tourism Studies' training hotel Pousada de Mong-Há named sixth out of the Top 10 Small Hotels in Greater China and fifth among Bargain Hotel in Greater China, it ranked among the Top 25 in the TripAdvisor 2014 Travelers' Choice Awards, and was also honored as fourteenth on the list of Top 25 Hotels for Romance in Greater China.



Karl Lagerfeld's Hotel set for SJM complex

SJM and Karl Lagerfeld Greater China Holdings Limited announced in March that they have entered into a binding Memorandum of Understanding for a Karl Lagerfeld Hotel at Lisboa Palace, SJM's destination resort in Cotai, Macau. The luxury hotel, expected to open in 2017, will be the first in the world fully designed by the German fashion designer.

KARL LAGERFELD酒店將於「上葡京」開設

澳門博彩股份有限公司與卡爾拉格斐大中華控股有限公司於三月初宣佈，KARL LAGERFELD酒店將在澳門路氹的「上葡京」度假村開設。由著名時尚設計師 Karl Lagerfeld 設計的 KARL LAGERFELD 酒店預期於2017年開幕。



Miniature size Macau in video

Macau is the latest destination featured by LittleBigWorld. A video, "Micro Macau" has been launched on YouTube and other social media channels in March by the German company, which turns the most beautiful locations on earth into miniature models using tilt-shift photography, challenging viewers to visit the locations in a different and refreshing way. ■

袖珍澳門呈現YouTube

一家德國的視頻公司近日將澳門變成鏡頭下的小小世界。名為“Micro Macau”（譯名袖珍澳門）的影片於三月份被該公司上載於社交媒體及影片分享網站YouTube。以移軸鏡攝影及獨特的角度將各地美麗的景物變為小小世界呈現觀眾眼前，令人有耳目一新之感。■

Macau's best restaurants listed in TOP Tables guide

The South China Morning Post announced its latest edition of 100 Top Tables 2014 – a CEO's Dining Guide in March, featuring a list of the newspaper's nominations for best restaurants in Hong Kong and Macau. The guide, also with an online version, recommends 100 restaurants for Hong Kong and 20 for Macau, chosen by an expert panel of SCMP restaurant critics and lifestyle experts. ■

澳門最佳餐廳名列TOP Tables Guide

香港南華早報公佈最新的100 Top Tables 2014 – a CEO's Dining Guide，由一班美食鑑賞家組成的評判團從港澳兩地選出一百間最佳餐廳。今年出版餐飲指南向讀者推薦80間香港及20間澳門的餐廳。■

MGTO ACTIVITIES 旅遊局動態

MGTO Global Promotion Highlights

旅遊局全球推廣活動



TAIPEI AND KAOHSIUNG 台北及高雄

MGTO Director Maria Helena de Senna Fernandes and some 20 Macau travel trade delegates joined spring festival promotional events in Taipei and Kaohsiung, Taiwan, in February. The program included a travel mart, media luncheon, trade dinner and trade award ceremony.

旅遊局於二月期間在台北及高雄舉行春茗和宣傳活動。局長文綺華聯同20多名澳門旅遊業界代表赴台出席。活動內容包括業界洽談會、媒體午餐、業界晚宴及業界頒獎儀式等。



HONG KONG 香港 1

Macau Government Tourist Office's "Touching Moments Experience Macau" float took part in the "2014 Cathay Pacific International Chinese New Year Night Parade", organized by the Hong Kong Tourism Board in the evening of the first day of Chinese New Year in January.

旅遊局於農曆大年初一(1月31日)晚參加由香港旅遊發展局舉辦的「2014國泰航空新春國際匯演之夜」，賀歲花車以「感受澳門 動容時刻」作主題。



HONG KONG 香港 2

Sponsored by MGTO and organized by the Hong Kong Association of Bridal Consultants (ABC) "ABC123All City Move" was successfully held in January, and featured the first-ever "Bridal Skywalk Show" at Macau Tower, followed by a marriage proposal made during a Bungy Jump.

由ABC國際婚禮統籌協會舉辦、旅遊局贊助的「ABC123全城起動」週年活動於1月23日順利舉行。活動亮點包括澳門首個空中婚禮秀，現場更安排一對情侶以「笨豬跳」方式求婚，場面既驚險又感人。



HONG KONG 香港 3

To celebrate the Year of the Horse with Hong Kong travel trade, business partners and media friends, MGTO hosted a spring luncheon at the Hotel Icon in February to thank them for their continuous support to Macau's tourism development.

旅遊局於2月14日假香港維多利亞酒店舉行春茗，與香港旅遊業界、商界伙伴及傳媒朋友一同歡慶馬年的來臨，並答謝他們多年來對澳門旅遊發展作出的努力及貢獻。



MELBOURNE 墨爾本

MGTO, together with Macau Trade and Investment Promotion Institute and delegates representing eight local business tourism groups, promoted the city as an events destination at the Asia-Pacific Incentives & Meetings Expo (AIME) 2014 held in February in Melbourne, Australia.

旅遊局聯同貿易投資促進局以及八家本地商務旅遊企業代表參加2月18至19日在澳洲墨爾本舉行的「2014亞太區獎勵及會議旅遊展」，推廣澳門商務旅遊。



GUANGZHOU 廣州

MGTO Marketing Division Head Cora Vong participated in the Guangzhou International Travel Fair 2014 in February, together with 39 industry delegates from 18 Macau groups including hotels, travel agencies and MICE facility companies.

旅遊局市場處處長黃麗坤聯同39名來自澳門酒店、旅行社及旅遊會展設施公司共18間機構的業界代表，參與二月底舉行的「2014廣州國際旅遊展覽會」。



MUMBAI 孟買

MGTO teamed up with Macau travel agencies and hotel representatives to promote the city at the Outbound Travel Mart held in Mumbai in February, where the booth was once again granted "the Best Decoration Award" by organizers of the travel fair in India.

旅遊局聯同澳門旅行社及酒店企業代表參加二月份在印度孟買舉行的「印度出境旅遊展覽會」，並再次在展覽會中奪得最佳展位設計獎。



LISBON 里斯本 1

MGTO promoted Macau as a wedding and honeymoon destination at the 20th wedding and incentive fair EXPONOIVOS, held in Lisbon end of January. The event's highlight was a Chinese brides' fashion show with both traditional dresses and modern ones created by Portuguese designers.

旅遊局於一月底參加在里斯本舉行的「第20屆EXPONOIVOS婚禮及獎勵旅遊展」，推介澳門作為婚禮及渡蜜月的目的地。展覽中舉行時裝表演，展示傳統中式結婚裙褂及由葡萄牙時裝設計師設計的現代嫁衣，成為現場別具特色的推廣環節。



LISBON 里斯本 2

Macau Fusion Week was held from January to February at Hotel Tivoli Lisboa, presenting Macanese cuisine in collaboration with well-known Portuguese chefs Luís Baena, Henrique Sá Pessoa and Justa Nobre, under the guidance of Graça Pacheco Jorge, author of the book The Gastronomy of Macau.

旅遊局於年初在里斯本提沃利酒店(Hotel Tivoli)舉行澳門土生菜推廣週，在《The Gastronomy of Macau》一書作者Graça Pacheco Jorge的指導下，邀請著名大廚Luís Baena、Henrique Sá Pessoa及Justa Nobre聯手烹名菜。



KUALA LUMPUR 吉隆坡

MGTO and the Hong Kong Tourism Board hosted a Spring Dinner for about 120 travel industry, airline partners and MICE experts in February in Kuala Lumpur, to show their appreciation to the Malaysian travel and tourism industry for their support in promoting Macau and Hong Kong.

旅遊局聯同香港旅遊發展局於二月在吉隆坡舉行春茗，宴請當地約120位旅遊、航空及會展業代表，感謝有關業界人士對推廣港澳旅遊所作出的支持。



NANNING 南寧 1

MGTO and the Hong Kong Tourism Board hosted a Spring Dinner for about 120 travel industry, airline partners and MICE experts in February in Kuala Lumpur, to show their appreciation to the Malaysian travel and tourism industry for their support in promoting Macau and Hong Kong.

旅遊局於二月份到廣西南寧市舉辦「感受澳門 - 廣西·南寧」旅遊推廣活動，呈獻葡萄牙傳統的編氈工藝示範、澳門圖片展、美食、手信及旅遊資訊，推廣澳門獨特的中西文化。



NANNING 南寧 2

A show of 3D audiovisual projection mapping was among the highlights of the MGTO-organized promotional activities at the square Mosaic in Nanning. 3D images were projected upon the background of some of Macau's architectural heritage sites such as the Ruins of St. Paul's, inviting Guangxi residents to see the city in a different way.

旅遊局在南寧悅薈廣場舉行一系列精彩的推廣活動，包括動感澳門光影表演，把三維影像投放在大三巴牌坊等澳門世遺的標誌建築佈景，讓當地市民欣賞澳門的不同風貌。



JAKARTA 雅加達 1

MGTO joined Chinese New Year celebrations in Senayan City Shopping Mall in Jakarta to welcome the Year of the Horse and promote Macau in the Indonesia capital.

旅遊局參與在印尼首都雅加達的Senayan City購物中心舉行的農曆新春慶祝活動，歡慶馬年到來，並藉此宣傳澳門旅遊。



JAKARTA 雅加達 2

MGTO joined the 20th TTC Travel Mart 2014 in Jakarta in February to promote Macau at the business-to-business event for the wholesale and hotel industries and non-tourism organizations.

旅遊局於2月26日在雅加達參與2014年第20屆TTC旅遊交易會，藉機推廣澳門，開拓商機。產品批發業、酒店業及非旅遊組織等亦有參與是次交易會。



THAI TRAVEL MEDIA IN MACAU 泰國報章旅遊版記者來澳考察

MGTO accompanied media from Thailand in a visit to 'Kai Kai' and 'Xin Xin' at the Giant Panda Pavilion on their familiarization trip to Macau recently. The group included journalists from the travel sections of Thailand's famous daily newspapers: Daily News, Krungthepurakit and Post Today.

澳門旅遊局組織泰國傳媒來澳考察，並到訪澳門大熊貓館，探望一對大熊貓「開開」和「心心」。考察團成員包括Daily News、Krungthepurakit及Post Today等泰國主要報章的旅遊記者。



AROUND JAPAN 穿梭日本

MGTO jointly organized a series of incentive tour agent seminars with the Hong Kong Tourism Board in Sapporo and Fukuoka in January. MGTO also held a destination seminar in February for the Tokyo Metropolitan Government passport center staff and another one at Osaka Sangyo University for its students' tour to Macau.

旅遊局聯同香港旅遊發展局一月份在札幌及福岡市舉辦獎勵旅遊推介會，向當地旅行社介紹兩地獎勵旅遊。二月份，旅遊局分別為東京市政府護照中心職員及大阪產業大學舉行澳門旅遊介紹會，介紹訪澳學生考察團。



LONDON 倫敦 1

MGTO hosted a joint media lunch with the Hong Kong Tourism Board and celebrity chef Ching-He Huang in February at China Tang restaurant in London, to showcase the two destinations to a select number of key UK travel and lifestyle editors.

旅遊局和香港旅遊發展局於二月初與英國著名名廚黃潯憶在倫敦宴請當地主要的旅遊及休閒生活雜誌編輯。



LONDON 倫敦 2

MGTO attended the annual Travmedia International Media Marketplace in March at The Dorchester Hotel in London that brought together top travel and lifestyle journalists with brands from across the international travel and tourism sectors.

一年一度的國際旅遊媒體展(IMM)於三月初在英國倫敦舉行，吸引眾多國際旅遊生活雜誌及旅遊業界人士參與，旅遊局亦參與其中，藉此宣傳澳門。

MGTO promotes Macau around the world at top travel fairs

March and April bring a wealth of opportunities for the Macau Government Tourist Office to promote Macau together with local travel trade at some of the world's most important travel events.

March takes MGTO to the International Travel Boerse (ITB Berlin), the Lisbon Travel Market (BTL), the Malaysian Association of Tour and Travel Agents in Kuala Lumpur Malaysia (MATTA) Travel Fair, the 21st Moscow International Travel & Tourism Exhibition (MITT), and the Association of Indonesia Airlines Ticket Direct Sellers (ASTINDO) Travel Fair in Jakarta.

April will take MGTO to the Dynamic



Macau Business and Trade Fair in Zhejiang, Hangzhou, China, the Korea Travel Mart and Networking in both Seoul and Busan, and Incentive and the business tourism-oriented Travel Conventions Meetings 2014 (IT&CM China) in Shanghai. ■

旅遊局三四月參展推廣澳門

澳門特區政府旅遊局分別於三月及四月聯同本地業界前往內地及海外參與多項旅遊展，藉此推廣澳門旅遊。

三月：旅遊局共參與五項旅遊展，包括5至9日於德國柏林舉行的柏林國際旅遊展、12至16日於葡萄牙里斯本舉行的里斯本旅遊展、14至16日於吉隆坡舉行的馬來西亞旅行社協會旅遊展、19日至22日在俄羅斯莫斯科舉辦的第21屆莫

斯科國際旅遊展、21日至23日於印尼雅加達舉辦的印尼ASTINDO旅遊展。

四月：旅遊局於11至13日到浙江杭州參加“活力澳門推廣週”，15至17日赴上海參加2014中國(上海)國際獎勵旅遊及大會博覽會，推廣澳門商務及獎勵旅遊，並於22及24日參加分別在韓國首爾及釜山舉行的韓國旅遊業界交流及洽談會。 ■

MGTO seminars target service quality

A new series of MGTO-organized training sessions organized will concentrate on encouraging local frontline tourism service providers, including tour guides and retail staff to upgrade their skills.

On March 14, a seminar for local travel trade with guest speaker Alfred Cheung will address “Customer Service” quality, touching on communication techniques, increasing self-confidence, and enhancing team spirit and creativity.

On March 31 and April 1, two sessions of a workshop for professional tourist guides, “Professional Tour Guides Workshop – Customer Service and Work Ethics” will focus on customer service and work ethics, led by Hong Kong Association of Registered Tour Co-ordinators Chairman Wong Wai Wing, and Hong Kong Polytechnic University



School of Hotel and Tourism Management professor Alan Wong.

On April 10, another workshop, “The New Approach: How to Create Customer Excellent Experience”, will take place, aiming to upgrade sales and service skills of frontline retail staff, improve communication with customers, understand customers needs, and elevate customer satisfaction. ■

旅遊局舉辦講座及工作坊提升旅遊服務質素

澳門特區政府旅遊局分別為現職導遊及零售服務業的從業員等舉辦多個講座及培訓工作坊，以提升澳門旅遊業的服務質素。

3月14日：旅遊局為旅遊業界舉辦一場“客戶服務”講座，邀請張堅庭主講。講座內容包括溝通技巧、自我信心提升及增強團隊精神，以創新的培訓方式提升服務質素。

3月31日及4月1日：為現職導遊舉

辦兩場“導遊專業人員工作坊 - 客戶服務及專業操守”，由香港註冊導遊協會主席王維永及香港理工大學酒店及旅遊管理學院講師黃志恩博士擔任導師。

4月10日：舉辦“創新客戶服務體驗及關係管理”工作坊，旨在優化及提升零售從業員的銷售及服務技巧，加強從業員與顧客溝通的技巧，洞察顧客需要，提升客戶服務滿意度。 ■

PATA Gold Awards 2014 entries open

Travel and tourism industry organisations and individuals who have made outstanding contributions to promote the industry in Asia Pacific can submit entries to the 2014 Pacific Asia Travel Association (PATA) Gold Awards until April 30. This year PATA introduced a new category,

Corporate Social Responsibility. Winning entries in all categories will be showcased at the PATA Travel Mart, in September in Phnom Penh, Cambodia. The PATA Gold Awards have been sponsored by Macau Government Tourist Office for the past 19 years. ■

2014亞太旅遊協會金獎現已接受報名

每年一度的亞太旅遊協會金獎活動為表揚業界在各旅遊領域的傑出表現而設，今年的報名日期為3月11日至4月30日。亞太旅遊協會今年增設社會責任的項目。所有得獎的機構

或人士將於9月份在柬埔寨舉行的亞太旅遊協會旅遊交易會上公佈。旅遊局自1996年起一直支持協會的金獎午餐及頒獎禮，藉此向外地推廣澳門旅遊業。 ■

MSAR DELEGATIONS 澳門特別行政區駐外辦事處

中國內地 MAINLAND CHINA

澳門特別行政區駐北京辦事處旅遊組
中國北京市王府井東街8號澳門中心16層
郵政編號: 100006
Tourism Sector of Office
of the Macau SAR in Beijing
16th Floor Macau Center, No.8,
Wangfujing East Street,
Dongcheng District,
Beijing, CHINA P.C.: 100006
Tel: +86-10-58138000
Fax: +86-10-58138999
E-mail: beijing@macautourism.gov.mo

中國台灣 TAIWAN, CHINA

澳門經濟文化辦事處
Macau Economic and Cultural Office
台北市信義路5段7號台北101大樓56樓A座
Block A, 56/F Taipei 101 Tower, No.7,
Xin Yi Road Sec 5 Taipei 110, Taiwan, China
Tel: +886-2-81011056 Fax: +886-2-81011057
E-mail: info@decn.gov.mo

葡萄牙 PORTUGAL

澳門駐葡萄牙旅遊推廣暨諮詢中心
Macau Tourism Promotion
& Information Center in Portugal
Avenida 5 de Outubro, No. 115, R/C,
1069-204 Lisboa, PORTUGAL
Tel: +351-21-7936542 Fax: +351-21-7960956
E-Mail: geral@turismodemacau.com.pt

MGTO REPRESENTATIVES 澳門特別行政區政府旅遊局駐外代表

澳洲 AUSTRALIA

Level 11, 99 Bathurst Street,
Sydney, NSW, 2000, AUSTRALIA
Tel: +61-2-92641488
Fax: +61-2-92677717
E-Mail: macau@worldtradetravel.com

泰國 THAILAND

888/202, Mahatun Plaza Building,
3rd Floor, Ploenchit Road, Lumpini,
Pathumwan, BKK 10330, THAILAND
Tel: +66-2650-9336
Fax: +66-2650-9336
Email: infos@macautourism.in.th

香港 HONG KONG, CHINA

香港九龍長沙灣青山道700號
時運中心7字樓03室
Flat 03, 7 /F, Charm Centre,
No.700 Castle Peak Road, Cheung Sha Wan
Kowloon, HONG KONG
Tel: +852-28388680
Fax: +852-28388032 / +852-31182993
E-Mail: mgto@macautourism.com.hk

美國 USA

California:
6033 W. Century Blvd. #900
Los Angeles, CA 90045, USA
Tel: +1-310-5453464
Fax: +1-310-5454221
Toll free: 866 OK-MACAU
E-mail: macau@myriadmarketing.com

印尼 INDONESIA

Jl. Dr. Sahardjo, No. 96A, Jakarta 12960,
INDONESIA
Tel: +62-21-8305664
Fax: +62-21-83705913
E-mail: mgto@intrareps.com
Website: http://id.macautourism.gov.mo

New York:

501 5th Ave. Suite 303, New York,
NY 10017, USA
Tel: +1-646-2270690
Fax: +1-646-3668170
E-mail: macau@myriadmarketing.com

法國 FRANCE

5 Bis, Rue du Louvre, 75001 Paris,
FRANCE
Tel: +33-144778808
Fax: +33-142600545
E-mail: macau@expressconseil.com
Website: http://www.macautourism.gov.mo/fr/

日本 JAPAN

Hirakawacho KD Building 7F,
2-16-9 Hirakawacho, Chiyoda-ku,
Tokyo 102-0093, JAPAN
Tel: +81-3-52752537
Fax: +81-3-52752535
E-Mail: macau@milepost.co.jp
Website: http://jp.macautourism.gov.mo

德語系市場 GERMAN SPEAKING MARKETS

Schenkendorfstrasse 1,
65187 Wiesbaden, GERMANY
Tel: +49-611-2676730
Fax: +49-611-2676760
E-Mail: macau@discover-fra.com
Website: http://de.macautourism.gov.mo

南韓 KOREA

Suite 908, 16, Euljiro, Jung-gu,
Seoul, SOUTH KOREA
Tel: +82-2-7784402
Fax: +82-2-7784404
E-Mail: korea@macautourism.kr
Website: http://kr.macautourism.gov.mo

俄羅斯 RUSSIA

11 Bolshaya Tulskeya Street,
Business Center “Tulskij”,
115191 Moscow, RUSSIA
Tel: +7 495-9815188
Fax: +7 495-9815188
E-Mail: info@macau-tourism.ru

馬來西亞 MALAYSIA

Level 6, Office Tower, No. 1,
Jalan Nagasari (Off Jalan Raja Chulan),
50200 Kuala Lumpur, MALAYSIA
Tel: +60-3-21442500
Fax: +60-3-21481357
E-Mail: mgto@pacificworld.travel
Website: http://my.macautourism.gov.mo

新西蘭 NEW ZEALAND

Level 10, BDO Tower - 120 Albert Street,
PO Box 6247, Wellesley St.,
Auckland, NEW ZEALAND
Tel: +09-3085206
Fax: +09-3085207
E-Mail: macau@aviationandtourism.co.nz

新加坡 SINGAPORE

371 Beach Road, #12 - 06 KeyPoint,
Singapore 199597, SINGAPORE
Tel: +65-62925383
Fax: +65-62925882
E-Mail: mgto@pacleisure.com

CONSULTANT IN 公關顧問

中國台灣 TAIWAN, CHINA

台北市敦化北路167號10樓
10/F-C, No. 167, Tun Hwa North Road,
Taipei, 105 TAIWAN, CHINA

Tel: +886-2-25466086
Fax: +886-2-25466087
Email: mgto@ms27.hinet.net

IN AND AROUND MACAU 繽紛澳門

Macau hosts Asian “Oscars”

Organizers of the 8th Asian Film Awards (AFA) have decided to hold the event on March 27 in Macau this year. The venue will be the Dancing Water Theater at City of Dreams, home to the world's largest water-based extravaganza, “The House of Dancing Water,” where, according to a contract with Melco Crown, its organizers have agreed to hold it next year as well, and at Macau Studio City in 2016. AFA has been staged in Hong Kong since its launch in 2007.

Melco Crown Entertainment Senior Vice President, Entertainment and

Projects Sunny Yu said, “We truly believe that our collaboration with the AFA Academy will further develop Macau as a cinematic magnet that brings together the best cinematic talents and professionals of Asia.”

The AFA recognizes and celebrates the achievements of the preceding year of Asian film through 14 award categories. For this year, more than one thousand eligible films across Asia, as many as six nominations have been selected in each category. The full list of 73 nominees includes 26 films from 13 countries and regions. ■

亞洲電影大獎三月移師澳門舉行



“第八屆亞洲電影大獎頒獎禮”於3月27日假澳門新濠天地水舞間劇院隆重舉行。被譽為“亞洲奧斯卡”的亞洲電影大獎（AFA）過去七年由香港國際電影節協會主

辦，今年開始將由新成立的亞洲電影大獎學院主辦。亞洲電影大獎學院邀請了電影導演陳可辛擔任評委會主席，並率領一眾評審委員，於14個提名項目的入圍名單中投票選出得獎作品。

香港國際電影節協會主席王英偉是亞洲電影大獎學院的執行委員會委員之一，他表示：“能將三個歷史悠久和大型影展在聯合一起，透過彼此豐富的經驗，衷誠的合作，將有助推動亞洲電影邁向國際及帶動電影行業發展。”

今年的亞洲電影大獎共頒發14個獎項。評審委員在上千套亞洲電影中為每個項目選出最多六套提名作品。候選名單中共有73項提名，包括來自13個國家及地區的26套電影。■

第25屆澳門藝術節五月開鑼

第25屆澳門藝術節將於5月2日盛大開幕，本屆澳門藝術節踏入銀禧紀念，將為觀眾帶來逾一個月的藝術盛宴，包括31項精彩的表演、節目及展覽，各類表演的場次及藝術活動共超過200場，來自中國內地、中國香港、葡萄牙、英國、法國、美國、加拿大、阿根廷、日本、新加坡等世界各地及澳門多個藝術團體與藝術家將呈獻精彩演出。

為慶祝藝術節踏入銀禧盛典，主辦單位文化局精心籌劃，以“脈動”為主題，喻意藝術為生活帶來澎湃的動力，也象徵澳門藝術節不斷躍動向前的精神。開幕節目《銀禧

慶典》由眾多本地音樂精英聯袂上演；壓軸閉幕演出再次以大三巴牌坊為畫布，由本地首班製作建築物投影藝術團隊創作《聲光築夢》，演繹光影震撼力。海外演出節目方面，殿堂級後現代舞蹈《舞》，由享負盛名的音樂作曲家菲力普·格拉斯聯同美國最重要的現代舞蹈家之一Lucinda Childs精心炮製；當代劇場大師級作品《安徒生計劃》利用大量震撼驚奇的舞台技巧，配以出神入化的錄像及3D跨媒體效果，為觀眾帶來新鮮的感官刺激。此外，更有表演首次揉合舞蹈與非物質文化遺產南音說唱，實現藝術創作無分領域，擦出新火花。■



The whole city is a stage for the Macau Arts Festival

Starting May 2, the 25th Macau Arts Festival, celebrating its Silver Jubilee this year, brings a month packed with stage performances, exhibitions and related programs staged all over the city. “Impulse” is the festival's theme, and it inspires more than 200 events: performances by artists from Mainland China, Hong Kong, Portugal, United Kingdom, France, USA, Canada, Argentina, Japan, and Singapore, featuring contemporary dance, Cantonese opera, multimedia performances, shadow puppetry, audiovisual architectural mapping, and exhibitions, staged at traditional and World Heritage venues.

The Macau Arts Festival Silver

Jubilee Opening Concert in Tap Seac Square on May 2 raises the curtain on the festival. An audiovisual mapping show from May 31 to June 8 at the iconic Ruins of St. Paul's will bring it down. Among the internationally acclaimed shows at the Macau Cultural Center are the modernist ballet “Dance,” a collaboration between renowned choreographer Lucinda Childs, composer Philip Glass and visual artist Sol Le Witt and Lepage's “The Andersen Project,” a classic that merges real with virtual theater. Other festival highlights include Intangible Cultural Heritage such as Cantonese Opera, Macanese Theater (Patua), and Cantonese Naamyamin a traditional Cantonese tea house. ■

MIECF: Thinking green, going clean, living cool

The Macau International Environmental Co-operation Forum & Exhibition (MIECF) brings renowned speakers to The Venetian Macao for a three-day exploration of ways to “energize green business growth” March 27-29. Organized by the Macau Government, the event presents an exciting lineup: an international conference with eminent speakers including world



of socially responsible leaders in the tourism and hospitality sectors. ■

“2014年澳門國際環保合作發展論壇及展覽”三月舉行

“2014年澳門國際環保合作發展論壇及展覽”（2014MIECF）於3月27至29日在澳門舉行，來自世界各地的專家學者應邀來澳，共同探討現今和未來多個熱門的環保議題，包括：工商業能源效益、綠色交通、智能建築設計、水源與污水處理、可持續發展旅遊、生態文

明與低碳發展、廢棄物效益及綠色化工等。是次論壇還包括“企業的社會責任與遊客經濟”等議題的討論環節。論壇邀請了諾貝爾經濟獎得主哥倫比亞大學教授斯蒂格利茨（Joseph Stiglitz）以及中華人民共和國國家外國專家局資深規劃專家饒及人等嘉賓發表主題演講。■

第三屆“雋文不朽 - 澳門文學節”三月登場

第三屆“雋文不朽 - 澳門文學節”於3月20至30日舉行，再次邀請來自中國各地和葡語國家的著名小說家、詩人、翻譯家、音樂人及畫家參與盛事。澳門文學節將就不同的文學熱點和主題舉辦研討會、工作坊、講座、對話會、詩歌朗誦會、音樂會等20多場活動，使小城在明媚三月沐浴文學的春光。主講嘉賓包括著名旅德中國作家嚴歌苓及葡萄牙知名記者兼作家艾晴文

（Clara Ferreira Alves）。另外，“雋文不朽”音樂會亦將於3月29至30日一連兩晚在澳門威尼斯人金光綜藝館舉行，來自美國的唱作歌手貓女魔力（Cat Power）和巴西的搖滾及巴薩諾瓦（Bossa Nova）傳奇歌手阿納爾多·安圖內斯（Araldo Antunes）將率先於首場演出，而來自中國炙手可熱的「民謠搖滾」樂隊萬能青年旅店和寫唱演俱佳的歌手田原亦在尾場為觀眾獻上精彩的表演。■



Literary and music greats on the Script Road to Macau

The third annual Script Road - Macau Literary Festival will bring renowned poets, novelists, translators, journalists and visual artists to Macau from March 20 to March 30, not to mention a strong contingent of local talent. Prominent guests include Chinese newspaper editor, talk show host and author of award-winning books, essays and other literary works Jiang Fangzhou and Portuguese newspaper and magazine editor, documentary writer, novelist and television commentator Clara Ferreira Alves.

Organized by newspaper Ponto Final, the festival includes conferences and talks open to the public, university visits, a book fair, art exhibitions, musical performances and film screenings. Concurrent with the literary events, a star-studded weekend on March 29 and 30 brings to the stage at The Venetian Macao's Cotai Arena American indie queen Cat Power, Brazilian bossa nova poet Arnaldo Antunes and Chinese singer-actress-novelist Tian Yuan, among others. ■

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地址/Address: 澳門宋玉生廣場 335-341 號獲多利中心12樓
Alameda Dr. Carlos D'Assumpção, N° 335-341, Edifício Hot Line, 12/F, Macau
http://www.macaotourism.gov.mo 電郵 E-mail: mgto@macautourism.gov.mo
電話 Tel: (853) 2831 5566 傳真 Fax: (853) 2851 0104 旅遊熱線 Tourism Hotline: (853) 2833 3000
Circulation: 10,000 copies

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