

主辦單位 Organizer

2020年版



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



第八屆澳門國際旅遊（產業）博覽會
8.^a Expo Internacional de Turismo (Indústria) de Macau
8th Macao International Travel (Industry) Expo

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

6-8/11/2020

參展指引
Exhibition Guidebook



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澳門國際旅遊（產業）博覽會（下稱“旅博會”）今年舉辦至第八屆，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保持協作，誠摯歡迎旅遊及相關業界參與此項年度旅遊盛事，共商、共建、共享。

縱然澳門旅遊業因全球新冠肺炎疫情受到衝擊，我們仍然堅守信心，合力辦好本屆旅博會，配合提振經濟的重點方向，助力澳門旅遊業復甦。第八屆旅博會將凸顯澳門多元化的旅遊元素，展現社區的經濟活力，着力打造集不同範疇項目的載體，期望促成新的合作商機，推動旅遊業與其他產業的聯動發展。

澳門積極打造“世界旅遊休閒中心”和“中國與葡語國家商貿合作服務平台”，參與粵港澳大灣區建設，融入國家發展。旅博會將繼續發揮澳門的獨特優勢，發掘粵港澳大灣區旅遊新機遇，促進中葡旅遊合作，致力為參會者搭建高效的交流合作橋樑。

本屆旅博會因疫情關係延期舉行，仍獲得各方支持，在此深表謝意。我們期望與業界一同砥礪奮進，把握旅遊業新機遇、推動創新發展、共享豐碩成果！



Macao International Travel (Industry) Expo (“the Expo” or “MITE”) will arrive at its 8th edition this year. Macao Government Tourism Office and Macau Travel Agency Association have been carrying on the Expo in collaboration as the organizer and coordinator. We sincerely invite tourism and related industry operators to join us in this spectacular annual tourism event to discuss and connect, forge partnerships and share new progress.

While Macao’s tourism industry was impacted by the global pandemic of novel coronavirus pneumonia, we continue to gear up together for the event with steadfast faith and strenuous efforts, in parallel with the major direction to stimulate the economy, to contribute to reviving Macao’s tourism development. The 8th MITE will highlight our destination’s offer of colorful travel experiences and economic vitality of local communities. In addition, the Expo strives to be a confluence of different initiatives across various realms, with the hope to tap into wider possibilities for business cooperation and promote concerted development between tourism and other industries.

Macao is forging ahead to become a world centre of tourism and leisure and a commercial and trade cooperation service platform between China and Portuguese-speaking countries. At the same time, the city actively participates in the development across the Guangdong-Hong Kong-Macao Greater Bay Area as part of its unyielding commitment to integrate with the national development. The event will once again deliver Macao’s unique strengths and explore new opportunities for tourism growth in the Greater Bay Area. Furthermore, we will endeavor to foster tourism collaboration between China and Portuguese-speaking countries, amid our dedication to building a strong bridge for fruitful exchange and cooperation among industry delegates.

This edition of MITE is postponed due to the pandemic. Despite so, we are grateful to all the entities concerned for their unwavering support. We look forward to joining all industry professionals to rise above challenges and blaze new trails forward, leverage rising tourism opportunities, foster innovative development and share an unparalleled harvest!

澳門特別行政區政府旅遊局局長
文綺華

二零二零年八月

Maria Helena de Senna Fernandes
Director of Macao Government Tourism Office
August 2020

大會資料 Expo Information



澳門國際旅遊（產業）博覽會，簡稱旅博會，創辦於2013年，是國際旅遊的專業展，亦是旅遊產品消費展。2016年開始由澳門旅遊局主辦，是專業性強、參與面廣、影響力大的展會，深受國際旅遊業界廣泛讚譽，是國際旅遊業重要的交流交易平台。

The first edition of Macao International Travel (Industry) Expo ("MITE") was introduced in 2013 and was organized by the Macao Government Tourism Office since 2016 as a professional and international expo and a trade fair for tourism product with great influence. MITE gained high reputation among the tourism industries all over the world, and serves as an important platform for business exchange. The expo plays a positive role in boosting regional and international exchanges and cooperation in tourism industry and creating business opportunities to achieve mutual beneficial result.

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

澳門特別行政區政府旅遊局是專門負責分析、協助制訂並推行澳門特別行政區的旅遊政策，致力為澳門建立優質的旅遊形象。現時全球各地共設有十一個旅遊局駐外代表以及三所澳門特別行政區駐外辦事處，竭力與海外旅遊業界加強聯繫，並與地區及國際旅遊組織交流聯絡，以促進澳門的旅遊業發展。

The Macao Government Tourism Office ("MGTO") is responsible for analyzing and assisting in the making and promotion of tourism policies of Macao. It dedicates to building Macao's outstanding tourism impression. The Macao Government Tourism Office has 11 MGTO Representatives and 3 MSAR Delegations undertaking the mission to promote exchanges between the tourism industry of Macao and those of other countries. It also forms close ties with regional and international tourism agencies to advance the development of Macao's tourism industry.



MITE

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展會商機

Opportunities for Exhibitors

➤ 粵港澳大灣區旅遊發展契機 / Guangdong-Hong Kong-Macao Greater Bay Tourism Development

澳門與灣區旅遊資源對接，“9+2”城市群人口近7,000萬，“半小時交通圈”讓“一程多站”旅遊合作釋放巨大潛力。

With the sharing of tourism resources between Macao and the Greater Bay Area which has a population of nearly 70 million, and the shortened distance between cities, the cooperation of multi-destination travel is releasing extraordinary potentiality.

➤ 交流平台促旅遊共贏 / Exchange Platform Leads to a Win-win Outcome

澳門旅博會是澳門唯一官方認可的專業旅遊展。澳門中西文化融合，是創意城市美食之都，具有與葡語國家緊密聯繫的獨特優勢。作為粵港澳大灣區四大中心城市之一，以開放的心態全力推進文化旅遊新發展。

Macao International Travel (Industry) Expo ("MITE") is the only officially recognized professional tourism exhibition in Macao, a city of innovation and gastronomy which has integrated Chinese and Western cultures, and preserves the unique advantage of being closely connected with Portuguese-speaking countries. As one of the central cities in the Guangdong-Hong Kong-Macao Greater Bay Area, Macao will strive to promote the new development of culture and tourism with an open attitude.

➤ 全球旅遊目的地聚會 / Convergence of Global Tourism

澳門地理位置優越，交通便利；給予部分國家豁免簽證或入境許可，旅遊產品豐富等，吸引國際旅遊業界在“世界旅遊休閒中心”匯集。港珠澳大橋使香港、珠海、澳門三地融匯來自各地的旅客均可經機場口岸進入澳門，亦可由香港國際機場乘坐大巴，40分鐘即可抵達澳門。

Macao's geographical access to the region's high-growth markets, together with the convenience of Hong Kong-Zhuhai-Macao Bridge and the policy of visa exemption or entry clearance for certain countries, allow international tourism industries to gather at the Global Tourism and Leisure Centre. Hong Kong-Zhuhai-Macao Bridge marks a new era of opportunities and cooperation for its connecting ports. Apart from flying directly to Macao, visitors may fly via Hong Kong International Airport and transit to Macao with a 40-minute bus journey.

2019澳門旅遊數據 Macao Tourism Data for 2019



澳門入境旅客(人次)
No. of visitors
arrival

39,406,181



國際旅客(人次)
No. of
international visitors

3,066,604



大中華市場入境旅客(人次)
No. of visitors arrival from
the Greater China market

36,339,577



留宿旅客(人次)
No. of overnight
visitors

18,632,699

資料來源：統計暨普查局
Source: DSEC



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展會商機

Opportunities for Exhibitors

參展回報 Exhibitors Benefit

每家參展商透過展前預約配對系統，2天可獲得30場與特邀買家共商業務合作的寶貴機會

Each exhibitor will be able to achieve a two-way appointment invitation with up to 30 hosted buyers in 2 days through the Pre-scheduled Appointment (PSA) system

為參展商提供全方位品牌曝光渠道，包括網站、微信公眾號、臉書、場刊及宣傳單張、品牌推介會等，最大程度提升參展商品牌信譽度

Enjoy comprehensive brand promotion channels including website, Wechat, Facebook, exhibition guidebook, leaflets and promotion seminars

現場銷售可助參展商提高投資回報率，實現參展效益最大化

Sales onsite increase exhibitors' return on investment and maximize the benefits of exhibiting

參展商及買家回饋 Exhibitors' and Buyers' Feedback

本次商談會上和珠三角以及其他沿海一線城市的旅行社（買家）無縫銜接進行宣傳，效率非常高，如有機會還想繼續每年參加。

At this exhibition, I communicated seamlessly with the travel agencies (buyers) from the Pearl River Delta Area and other coastal first-tier cities. It was quite efficient to promote my services, and I will participate every year if opportunity allows.



日本參展商
Exhibitor from Japan



捷克共和國參展商
Exhibitor from Czech Republic

這一年是我們首次參展，專業日的B2B交流令我們非常意外驚喜，當天我們接觸到來自周邊地區的優質旅行社以及其他不同範疇的買家。

This year was our first MITE, and we were very surprised by the quality of the B2B meetings. We have met with ideal agents around the region as well as from other markets.



菲律賓買家
Buyer from the Philippines

澳門旅博會同期組織各類會議，邀請國際極具影響力的意見領袖及世界菁英，發表真知灼見，探討全球旅遊業未來發展趨勢，受益匪淺。

MITE organizes tourism related seminars, presentations and activities, and invites international influential KOL and world elites to share their insights about the global tourism industry development.



葡萄牙買家
Buyer from Portugal

展前商務會談配對系統，便捷富有成效。可加速行業間的合作及業務發展，增加旅遊行業的創新。

The high quality of hosted buyers and exhibitors are conducive to industry cooperation and development. Pre-scheduled systems definitely helped to increase the effectiveness of business matching.

概況 Overview

第八屆澳門國際旅遊（產業）博覽會將致力於促進國際旅遊發展為使命，連接澳門與世界旅遊業交流與合作的橋樑。繼續突顯B2B及B2C雙平台效應，既為國際旅遊業界獲取旅遊資訊、尋找合作商机提供交易平台，又為旅遊企業和市民搭建展銷平台。參展涵蓋國家旅遊局、旅遊行業組織、旅行社、文創及非遺文化、景點景區及主題樂園、旅遊管理、旅遊科技、酒店及度假村、旅遊交通、旅遊延伸服務之機構等。現場有旅遊相關論壇、旅遊簽約、產品說明會、文藝表演及旅遊達人分享，全方位滿足參展商開拓粵港澳大灣區、乃至全球客源市場的需求；滿足買家一站式採購多種產品、尋找新供應商的需求。

The 8th MITE will broaden the development of international tourism and enable communications and cooperation between Macao and the world tourism industry. The MITE will continue to highlight its B2B and B2C platforms to facilitate information accessibility and cooperation within the world tourism industry, and to provide a platform for tourism enterprises to exhibit their products to the local residents.

Exhibitors include government and tourism organizations, travel agencies, cultural and creative groups, organizations of intangible cultural heritage, operators of scenic spots and theme parks, institutions for tourism management and technology, hotels and resorts, tourism transportations and providers of extended tourism services. There will be tourism-themed forums, sessions of tourism contract signing and product presentation, cultural and art performances. In addition, the sharing sessions of travel geeks will also be held to comprehensively support exhibitors to expand into the tourist markets of the Guangdong-Hong Kong-Macao Greater Bay Area and even global markets. Buyers can engage in the "One-stop Purchase" of multiple products and look for new suppliers.

參展商範疇 Exhibitors Categories

國家和地區旅遊部門、旅遊行業組織、旅行社、文創及非遺文化、景點景區、主題樂園、旅遊管理、旅遊科技、酒店及度假村、旅遊交通，以及旅遊延伸服務機構等。

Government Bodies / Tourism Organizations / Travel Agencies / Cultural and Creative Groups / Organizations of Intangible Cultural Heritages / Operators of Scenic Spots and Theme Parks / Institutions of Tourism Management and Technology / Hotels and Resorts / Tourism Transportations / Providers of Extended Tourism Services etc.



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旅博會詳情 Expo Details

地點 Venue

澳門威尼斯人金光會展D及E館

Cotai Expo Hall D and E, The Venetian Macao



日期及開放時間 Opening Schedule

日期 Date	時間 Opening Hours	對象 Target Audience
6/11/2020	10:00~18:00	專業觀眾 Trade Visitors
	11:00~18:00	公眾 General Public
7/11/2020	10:00~18:00	專業觀眾、公眾 Trade Visitors and General Public
8/11/2020	10:00~18:00	公眾 General Public

重要活動 Key Events

內容 Events	地點 Venue
開幕典禮 Opening Ceremony	主舞台 Main Stage
商業配對與洽談 B2B Business Matching	澳門威尼斯人金光會展D及E館 Cotai Expo Hall D and E, The Venetian Macao
簽約 Signing Ceremony	主舞台 Main Stage
論壇及推介會 Forums and Seminars	主舞台、會議室 Main Stage & Meeting Room
遊戲、抽獎及節目表演 Games, Lucky Draw and Performance	主舞台 Main Stage



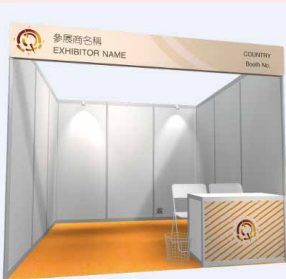
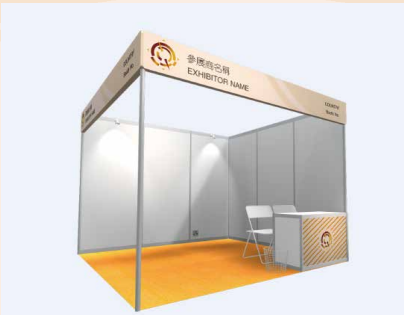
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旅博會詳情 Expo Details

展位價格 Rates and Specifications

標準展位 Standard Booth

展位類型 Booth Type	內容 Description	價格 Rate
A類：標準展位（單入口） Type A: Standard Booth (1-side entry) 尺寸：3米×3米 Size: 3m x 3m	 <p>含：楣板（印有公司名稱及展位號）、射燈2盞、地毯、諮詢枱1張（印有大會LOGO）、摺椅2張、500W插座一個、廢紙簍1個</p> <p>Including: 1 x Fascia board (Company name and booth number) / 2 x Spotlights (Fixed) / Carpet / 1 x Information Desk (With MITE Logo) / 2 x Folding Chairs / 1 x 500W Power Socket (Fixed) / 1 x Waste Paper Basket</p>	2,200美元 USD2,200 澳門展商豁免 Free of Charge for Macao Exhibitors
	2.94米（寬）x 2.45米（高）背景牆噴繪製作（不含設計）/ 面 2.94m(W) x 2.45m(H) Inkjet Foamboard Backdrop (excluding design) / Side	200美元 USD200
B類：雙入口 Type B: Corner Booth (2-sides entry) 尺寸：3米×3米 Size: 3m x 3m	 <p>含：楣板2個（印有公司名稱及展位號）、射燈2盞、地毯、諮詢枱1張（印有大會LOGO）、摺椅2張、500W插座一個、廢紙簍1個</p> <p>Including: 2 x Fascia board (Company name and booth number) / 2 x Spotlights (Fixed) / Carpet / 1 x Information Desk (With MITE Logo) / 2 x Folding Chairs / 1 x 500W Power Socket (Fixed) / 1 x Waste Paper Basket</p>	2,500美元 USD2,500 澳門展商豁免 Free of Charge for Macao Exhibitors
	2.94米（寬）x 2.45米（高）背景牆噴繪製作（不含設計）/ 面 2.94m(W) x 2.45m(H) Inkjet Foamboard Backdrop (excluding design) / Side	200美元 USD200

展位價格 Rates and Specifications

光地展位 Raw Space

展位類型 Booth Type	內容 Description	價格 Rate
光地 Raw Space	展位面積：36平方米起 Size: Starting from 36m ²	200美元/平方米 USD200 / m ² 澳門展商豁免 Free of Charge for Macao Exhibitors
光地 Raw Space + 定製 搭建套餐 Custom Set-up Package	<ul style="list-style-type: none"> • 含基本設計，可更改5次； Basic design output, changes up to 5 times; • 含設計圖中指定搭建材料； Material and construction fee shown in the design is included; • 含基本傢俱（桌椅）； Furniture shown in the design is included, charges will be applied for additional furniture; • 含設計圖中指定地毯； Carpet shown in the design is included; • 不含LED及電視等； LED, TV, etc. are excluded; • 不含電力支持及吊點費用。 Electricity supply and hanging points are excluded. 	200美元/平方米 USD200 / m ² + 275美元/平方米 USD275 / m ²





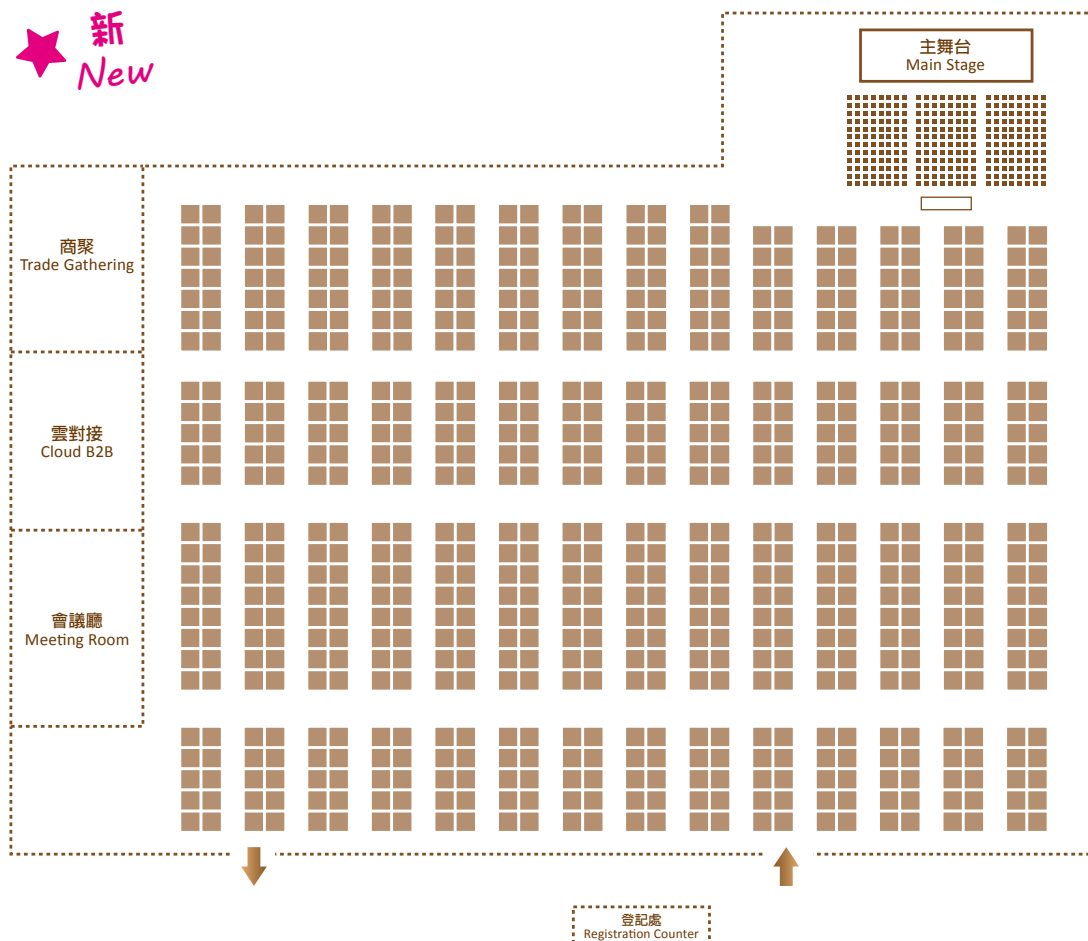
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旅博會詳情 Expo Details

平面圖 Floor plan

★ 新
New



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



MITE

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旅博會詳情 Expo Details

★ 新
New

日程 Schedule

日期 Date	時間 Time	主要活動 Activities
3/11	13:00-23:00	進場搭建 Booth Set up
4-5/11	09:00-23:00	進場搭建 Booth Set up
5/11	09:00-19:00	參展商報到 Exhibitor Registration
	15:00-23:00	買家報到 Buyer Registration
6/11 (專業觀眾、公眾) (Trade Visitors and General Public)	10:00-18:00	現場配對 On-Site Matching
	10:30-11:00	開幕典禮 Opening Ceremony
	11:00-11:15	主禮嘉賓巡館 VIP Tour for Officiating Guests
	11:00-18:00	展覽開放 Expo opens
	18:30-20:00	澳門旅遊局歡迎酒會（憑請柬入場） Cocktail Reception hosted by MGTO (By invitation)
7/11 (專業觀眾、公眾) (Trade Visitors and General Public)	10:00-18:00	現場配對 On-Site Matching
	10:00-18:00	展覽開放 Expo opens
8/11 (公眾) (General Public)	10:00-18:00	展覽開放 Expo opens
	18:00-23:00	撤展 Booth Dismantlement
9/11	09:00-23:00	撤展 Booth Dismantlement



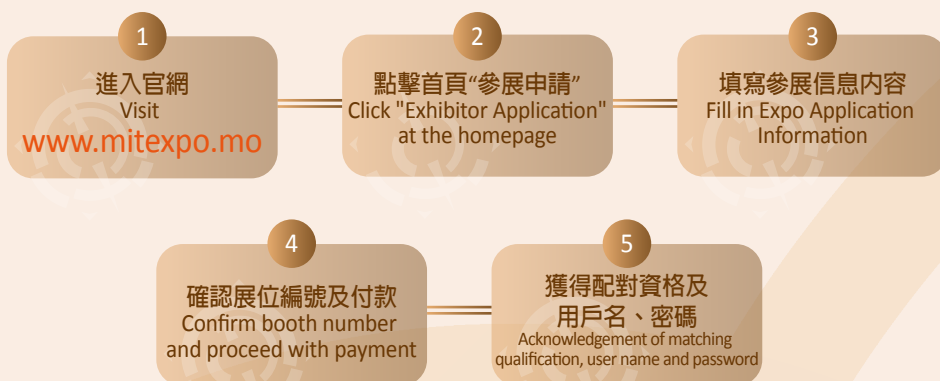
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旅博會詳情 Expo Details

參展商參展方法 Expo Application for Exhibitors

參展流程 Application Procedure



網上預約 Online Appointment

現已開放線上報名！

Online Application is NOW available

www.mitexpo.mo



特邀買家計劃 Hosted Buyer Programme

“第八屆澳門國際旅遊（產業）博覽會”推出的特邀買家計劃為有年度預算的旅遊採購決策者提供交流機會。特邀買家可以與心儀的展商面對面溝通交流，會晤行業權威專家，尊享高端服務及獲取最新行業發展資訊。

The Hosted Buyer Programme is designed for the decision makers of tourism buyers. Hosted Buyers will be able to meet with their preferred exhibitors and tourism experts, enjoy exclusive high-end services and stay up-to-date with the latest information of the industry.

線上註冊，獲批准加入特邀買家計劃並履行買家義務，將有機會獲得：

Register online to become an eligible Hosted Buyer to enjoy exclusive privileges:

交通 Transportation	-往返澳門經濟艙機票、火車票、車票或船票 -酒店與展會現場專車接送 -展前本地遊覽 -Round trip economy flight, train, coach or ferry tickets to Macao -Shuttle service between hotel and exhibition venue -Pre-expo Macao Familiarisation Tour
澳門住宿 Accommodation	-展期內3晚指定酒店住宿 -3 nights accommodation during the event
專屬邀約招待 Exclusive invitations	-出席開幕典禮、歡迎晚宴、買家午餐會等 -尊享特邀買家休息室 -Invitation to Opening Ceremony, Welcome Dinner and Buyer's Luncheon -Exclusive access to the Hosted Buyer's Lounge

其他花費及附加費用將由特邀買家自行承擔，例如：

Hosted Buyer shall bear the expenses arising from the followings:

私人接送 / 公務以外的餐飲 / 航班升艙 / 酒店升級 / 額外住宿 / 旅行保險 / 簽證費用等

Private limousine service / Food and beverages / Transportation cabin upgrade / Accommodation upgrade / Extended accommodation / Travel insurance / Visa and other expenditures

特邀買家義務 Obligation of Hosted Buyers

- 註冊特邀買家，登入官網 www.mitexpo.mo；
Hosted Buyers are required to register on the official website (www.mitexpo.mo)
- 展前透過邀約系統與參展商進行配對預約，並於現場通過邀約洽談對象掃碼完成配對；
Make appointments with exhibitors through Pre-scheduled Appointment (PSA) system. After each appointment, Registration code of Hosted Buyer will be scanned by the exhibitor for verification on site.
- 現場每天需完成12個邀約洽談；
Hosted Buyer must accomplish 12 business matchings per day.
- 現場每天需參加2個或以上會議。
Hosted Buyer must attend at least 2 seminars per day.

預約按金 Confirmation Deposit

參加特邀買家計劃，承辦單位將收取200美元的按金。

A deposit of USD200 shall be charged for registration of Hosted Buyer's Programme.

當特邀買家如期出席並履行特邀買家義務，承辦單位將在2020年11月7日於買家休息室辦理按金退回手續。

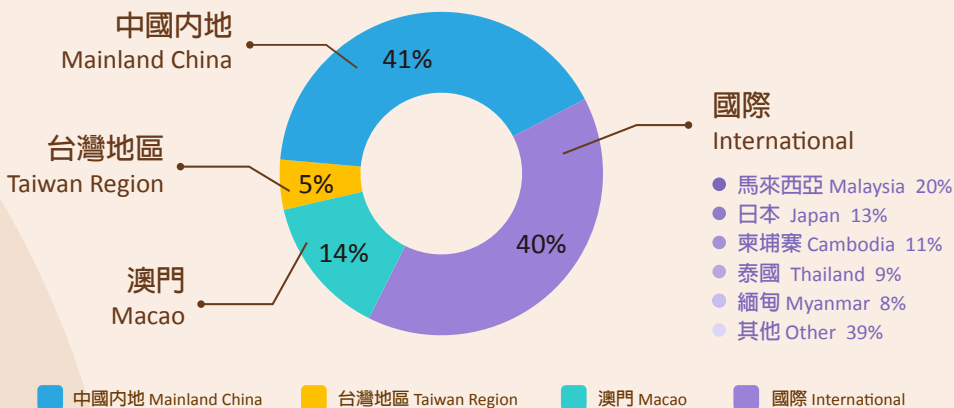
Hosted Buyers who attend the event as scheduled and complete all required business matching sessions are eligible to receive the reimbursement of deposit. The procedure shall be carried out by the event coordinator located at the Buyer's Lounge Area on 7th November, 2020.



第七屆旅博會精彩回顧 Review of 7th MITE

展覽面積 Exhibition Area (m ²)	22,000m ²	參與國家及地區 Participated Countries and Regions	54
參展機構 No. of Exhibitors	452	展位數 Exhibition Booths	835
旅遊論壇(推介會) Tourism Forums (Seminars)	29	簽約項目 No. of Signed Contract	34
特邀買家及專業買家 Hosted and Professional Buyers	472+	現場洽談 Business Matchings on site	7,000+

參展商地區分佈 Exhibitors Distribution by Region



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



澳門中華總商會
The Macao Chamber of Commerce



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



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



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



澳門歸僑總會
ASSOCIAÇÃO DE RETORNADOS DA CHINA PARA MACAU



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



澳門旅遊業議會
TRAVEL INDUSTRY COUNCIL OF MACAU

承辦單位 Coordinator



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

參展查詢 / Enquiry:

公司 / Company : 澳門旅行社協會 Macau Travel Agency Association

電話 / TEL : (853) 2870 3707、2870 0655

傳真 / FAX : (853) 2870 0238

官方網站 / Website : www.mitexpo.mo

電子郵箱 / E-mail : info@mitexpo.mo