

ADB-UNWTO RCI POD

How to leverage big data for tourism recovery

14 December, 2020



Macao Government Tourism Office



Tourism Support & Recovery Measures in Macao, China



“Macao Ready Go” e-Coupon Platform

www.macaoreadygo.gov.mo

Objective : Support local economy and stimulate spending on tourism related industry

- “Macao Ready Go” e-Coupon platform is launched on Jun 5
- Consolidate discounts and promotions on entertainment, dining, accommodation and leisure for locals and tourists

- Approved Merchants: 670
- Approved Discounts: 1,963
- Downloaded discount coupons: 215,554
- Page view number: 6,066,432

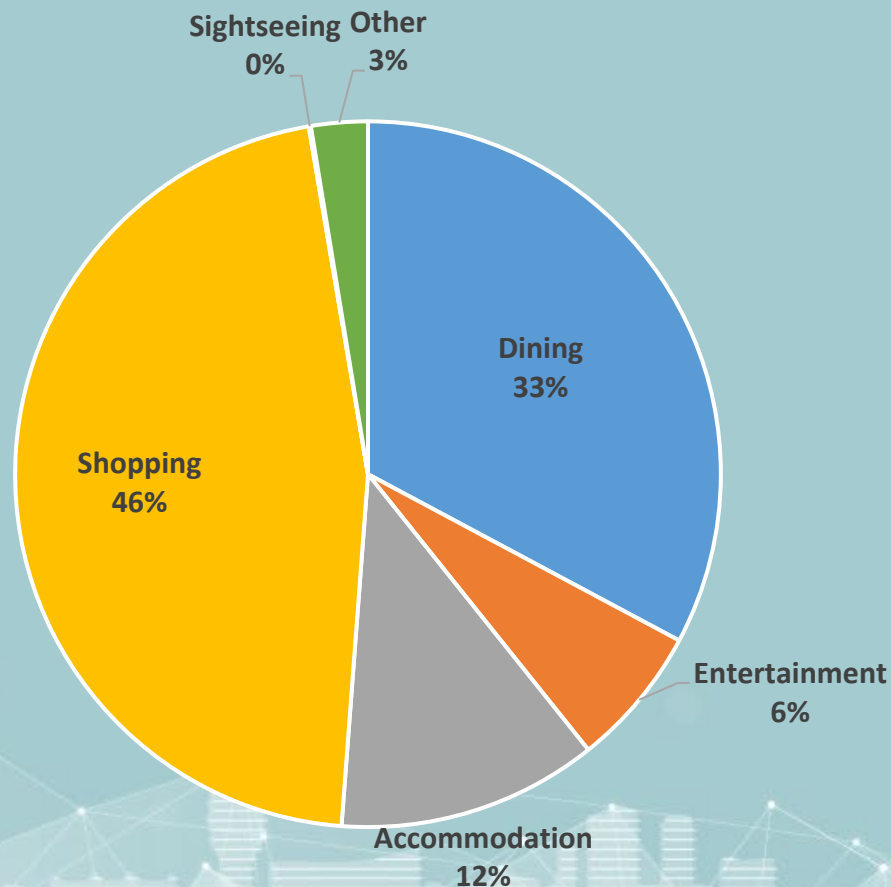
(data as of 3 Dec 2020)



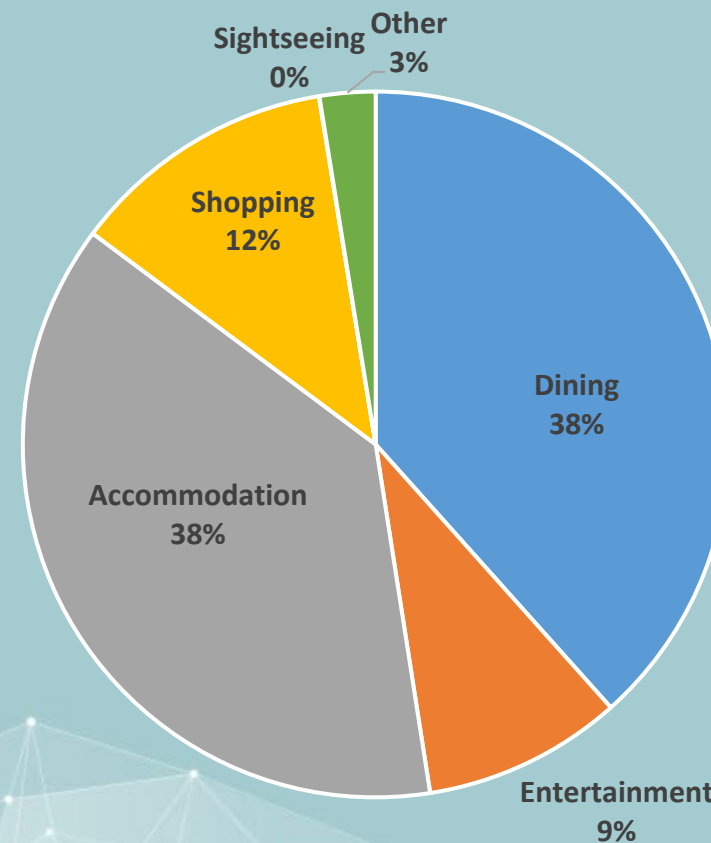
“Macao Ready Go” e-Coupon Platform

www.macaoreadygo.gov.mo

Discount Items: 1,963



Downloaded coupons: 215,554



Enhancing visitors' travel experiences with big data

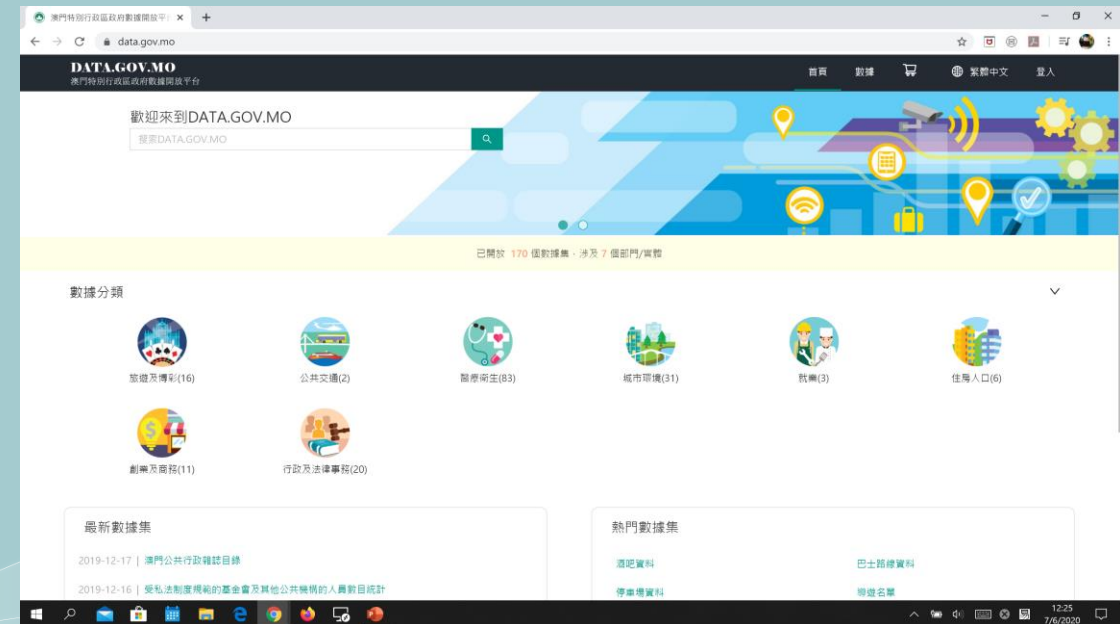


Macao Government Open Data Platform

Macao Government Open Data Platform (launched in December 2019) gives public users access to data published by different bureaus. All data are free to use via various file formats and APIs.

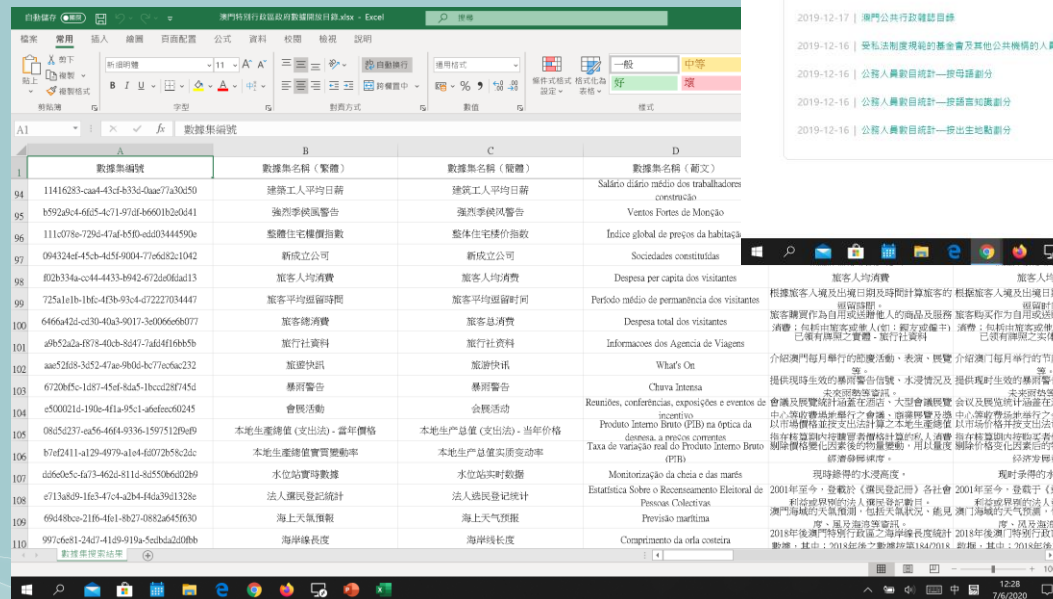
The open government data create value in different aspects:

- Transparency and democratic control
- Participation
- Self-empowerment
- Improved/new products & services
- Innovation
- Improved efficiency/effectiveness of government services

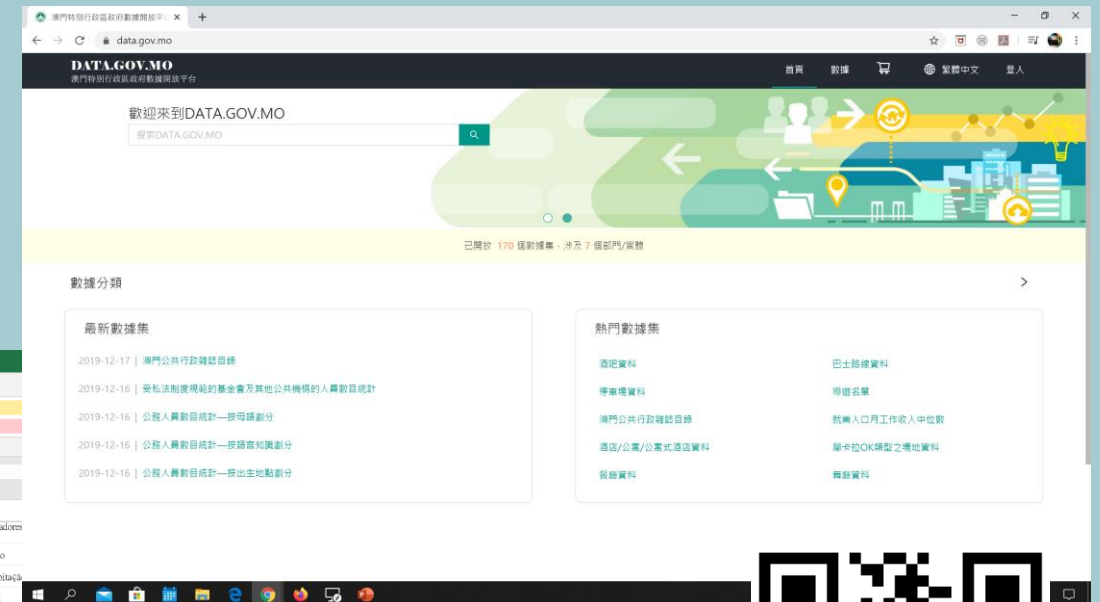


Macao Government Open Data Platform

Until 31 October 2020, **15** different bureaus provide **282** data set which can be accessed by public free.

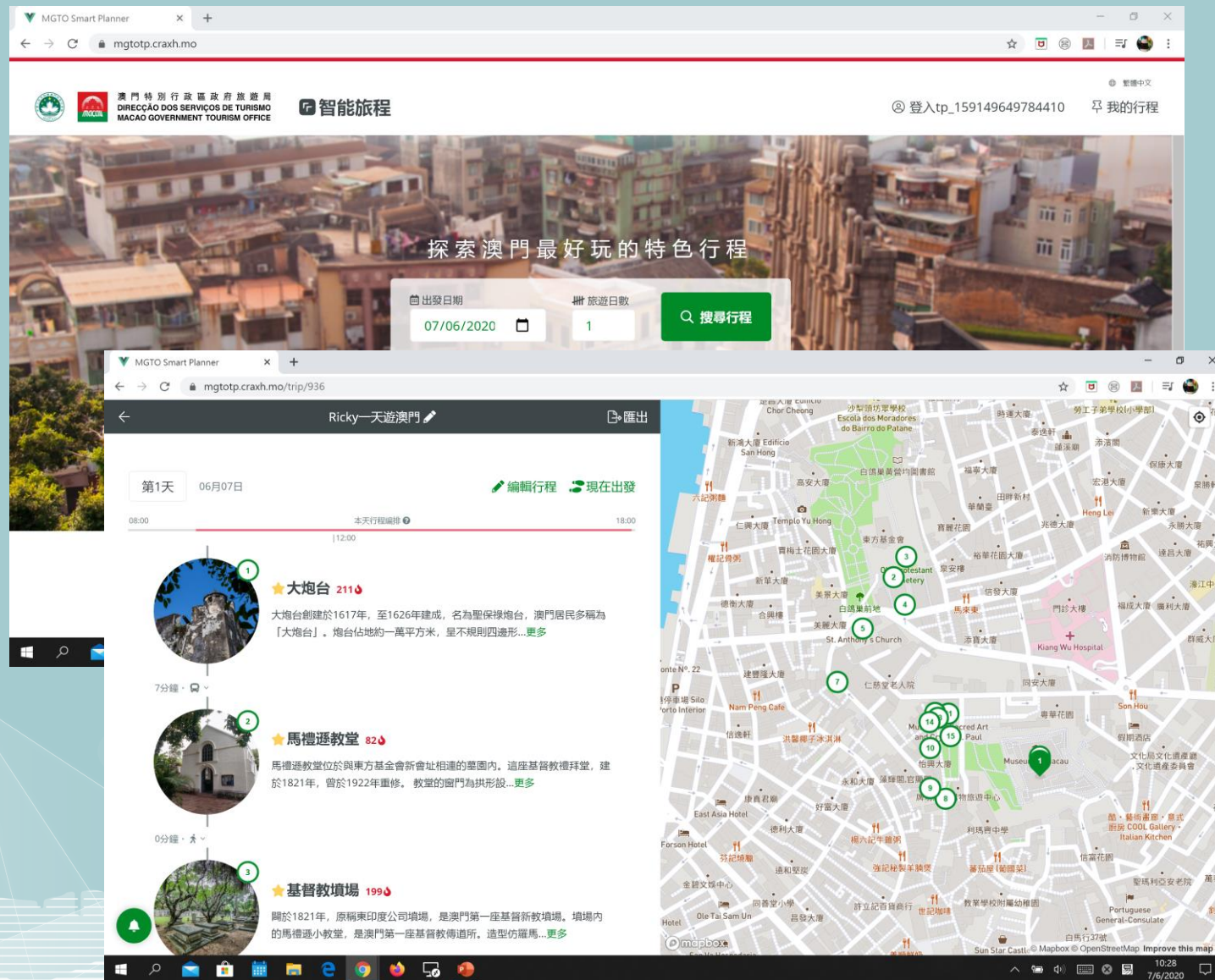


A	B	C	D
數據集編號	數據集名稱 (繁體)	數據集名稱 (簡體)	數據集名稱 (葡文)
11416283-caa4-43cf-833d-0aae77a30d50	建築工人平均月薪	建筑工人平均月薪	Salário diário médio dos trabalhadores construção
b592a6c4-6625-4c71-97d8-86601b2d0d41	強烈季候風警告	強烈季候風警告	Ventos Fortes de Moção
111c078e-729d-47af-85f0-edd03444590e	藍灣住宅樓價指數	藍灣住宅樓價指數	Índice global de preços da habitação
0943246f-45cb-4d5f-9004-7766d82e1042	新成立公司	新成立公司	Sociedades constituídas
02b334a-c044-4433-8942-672d60fad13	旅客人均消費	旅客人均消費	Despesa per capita dos visitantes
725a1e1b-1bc4-43b6-93c4-472227034447	旅客平均逗留時間	旅客平均逗留時間	Período médio de permanência dos visitantes
6466a42d-cd30-40a3-9017-3c006e6b077	旅客總消費	旅客總消費	Despesa total dos visitantes
a9b52a2a-f878-40cb-8d47-7ad4f10bb5b	旅行社資料	旅行社資料	Informações dos Agências de Viagens
aa52168-3d52-47aa-960d-bc77e0fac232	旅遊快訊	旅遊快訊	What's On
672085c-1d87-45f8-8da5-1bccc28745d	暴雨警告	暴雨警告	Chuva Intensa
e50001d-190a-4f1a-95c1-a6efee60245	會議活動	會議活動	Reuniões, conferências, exposições e eventos de carácter público
0845227-ea56-46f4-9336-15975129ef9	本地生產總值 (支出法), 當年價格	本地生产总值 (支出法), 当年价格	Produto Interno Bruto (PIB) na Óptica da despesa, a preços correntes
b7e2411-a129-4979-a104-60072b58c2dc	本地生產總值實質變動率	本地生产总值实质变动率	Taxa de variação real do Produto Interno Bruto (PIB)
d660e5c-6a73-862b-811d-8d55066d02d9	水位站實時數據	水位站实时数据	Monitorização da cheia e da maré
e713ab09-1fc3-47c4-a2b4-4da39d1328e	法人居民登記統計	法人居民登记统计	Estatística Sobre o Recenseamento Elevado de Pessoas Coletivas
69448ce-21f6-4fe1-8b27-0882a645f630	海上天氣預報	海上天气预报	Previsão marítima
997f6e81-24d7-41d9-9159-5dbda2d00bb	海岸線長度	海岸线长度	Comprimento da orla costeira



<https://data.gov.mo>

Smart Trip Planner



The **trip planner** applies AI technology and open data information (ex. Real-time transportation information, opening hours of sightseeing spots and restaurants, events that are taking place at the neighboring areas, etc.) to suggest an itinerary.

MGTO can collect user behavior from the trip planner and then have a deep analysis for visitors' interest.

Smart Trip Planner

MGTO Smart Planner

mgtotp.craxh.mo/suggest#

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

智能旅程

行程條件 出發日期: 2020-06-07 旅行日數: 1 緊湊度: moderate 出行方式: bus

登入tp_159149649784410 我的行程

繁體中文

1天行程, 合共10小時 [詳細行程](#)

整體緊湊度: 適中

16個景點: 澳門世界遺產(29%), 博物館及展覽館(19%), 教堂(14%), 其他景點(38%)

- ★ 大炮台
其他景點
- ★ 馬禮遜教堂
教堂
- ★ 基督教墳場
澳門世界遺產
- ★ 保齡球及溜冰 (佳景樂園)
其他景點

Plan the trip based on user's interest

MGTO Smart Planner

mgtotp.craxh.mo/suggest

望德堂區 澳門至澳門馬交石炮台

1天行程, 合共10小時 [詳細行程](#)

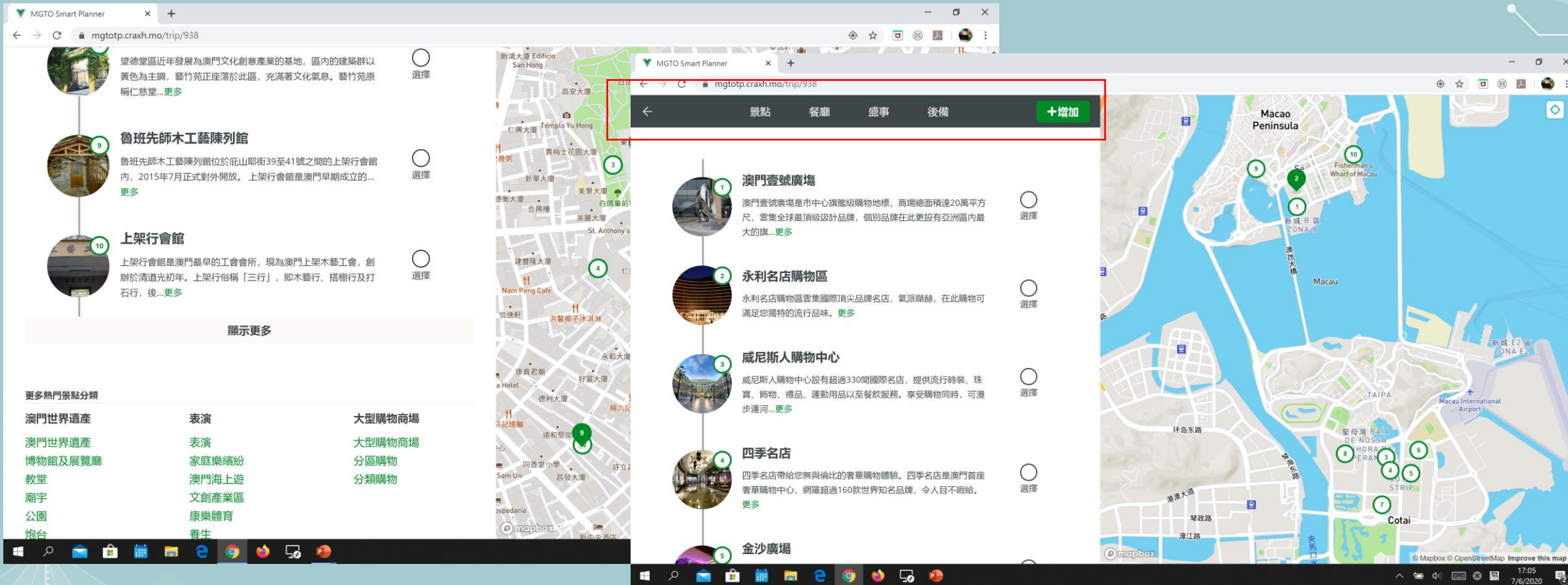
整體緊湊度: 適中

13個景點: 家庭樂繽紛(35%), 澳門世界遺產(18%), 教堂(12%), 其他景點(35%)

- ★ 家具及古玩 (花王堂街)
分類購物
- ★ 聖安多尼教堂
其他景點
- ★ 白鴿巢公園 (賈梅士花園)
公園
- ★ 東方基金會會址
澳門世界遺產

[所有景點](#)

Smart Trip Planner



The trip planner will recommend the most ideal trip but user can always customize his own.

Smart Trip Planner

MGTO Smart Planner

第1天 06月07日 結束

08:00 12:00 18:00

本天行程編排

9分鐘 · 簽到

1 ★大炮台 211 景點介紹 推介附近 地圖導航 簽到

容人流 35分鐘 關門

加插

B 藝竹苑 (仁慈堂婆仔屋) 西式 - 10PM關門

C 藝術畫廊及書店 (葡文書局) 西式 - 10PM關門

D 藝術畫廊及書店 (澳門文化廣場) 西式 - 10PM關門

7分鐘 · 簽到

2 ★馬禮遜教堂 82 景點介紹 推介附近 地圖導航 簽到

容人流 35分鐘 關門

MGTO Smart Planner

第1天 06月07日 結束

08:00 12:00 18:00

本天行程編排

9分鐘 · 簽到

1 ★大炮台 211 景點介紹 推介附近 地圖導航 簽到

容人流 35分鐘 關門

加插

A 鎮興餐廳 西式 - 10PM關門

B 婆仔屋1601 西式 - 10PM關門

C 皇冠小館 西式 - 10PM關門

7分鐘 · 簽到

2 ★馬禮遜教堂 82 景點介紹 推介附近 地圖導航 簽到

容人流 35分鐘 關門

MGTO Smart Planner

第1天 06月07日 結束

08:00 12:00 18:00

本天行程編排

9分鐘 · 簽到

1 ★大炮台 211 景點介紹 推介附近 地圖導航 簽到

容人流 35分鐘 關門

加插

A 鎮興餐廳 西式 - 10PM關門

B 婆仔屋1601 西式 - 10PM關門

C 皇冠小館 西式 - 10PM關門

7分鐘 · 簽到

2 ★馬禮遜教堂 82 景點介紹 推介附近 地圖導航 簽到

容人流 35分鐘 關門

Promote interested POIs in neighboring area

Smart Trip Planner

The screenshot displays the MGTO Smart Planner interface. On the left, the itinerary for June 7th (Day 1) is shown from 08:00 to 18:00. It includes a walking segment from 08:00 to 08:15, a visit to the 'Love Cinema' (戀愛·電影館) from 08:15 to 08:30, a 15-minute walking segment, and a visit to the 'Catholic Art Museum and Tomb' (天主教藝術博物館與墓室) from 08:30 to 08:45. A red box highlights a green bar with a red exclamation mark icon, indicating a message. The itinerary also includes a visit to the 'Macau Nhat Nhat Exhibition' (大三巴哪咤展館) from 08:45 to 09:00. On the right, a map of Macau shows 16 numbered sightseeing spots (1-16) overlaid on a street map. The spots are distributed across the city, with some clustered in the central area and others further out.

MGTO Smart Planner
mgtotp.craxh.mo/trip/936

第1天 06月07日 編輯行程 現在出發

08:00 18:00 本天行程編排

類商店都集中在議事亭前地至大三巴一帶的大三巴街、草堆街...更多

1分鐘 · 步行

10 ★ 戀愛·電影館 268

戀愛·電影館樓高三層，是一個集合影像保存、電影期刊借閱、書籍借閱及電影欣賞等功能的複合空間。館內地面層設售票大堂、放映廳...更多

0分鐘 · 步行

11 ★ 天主教藝術博物館與墓室 251 tempClosed

天主教藝術博物館位於大三巴牌坊後的聖保祿大教堂（天主之母教堂）遺址內。1990年至1996年間，澳門政府對聖保祿大教堂遺址...更多

0分鐘 · 步行

12 ★ 大三巴哪咤展館 176

澳門哪咤信俗歷史悠久，世代相傳，2014年列入為國家級非物質文化遺產

10:29

Advise operating hours and temporary-closed messages of sightseeing spots

Smart Trip Planner

The screenshot shows the MGTO Smart Planner web application. The browser address bar displays 'mgtotp.craux.mo/trip/936'. The page title is 'Ricky一天遊澳門'. The interface includes a navigation bar with a back arrow, a title, and a '匯出' (Export) button. Below the navigation bar, there is a section for the first day of the trip, dated '06月07日'. A timeline shows the day starting at 08:00 and ending at 18:00. A red line indicates the current position in the itinerary. The main content area features a list of activities. The first activity is '大炮台 211', with a description: '大炮台創建於1617年，至1626年建成，名為聖保祿炮台，澳門居民多稱為「大炮台」。炮台佔地約一萬平方米，呈不規則四邊形...更多'. Below the description, there are two buttons: '在Google Map上查找' and '在高德地圖上查找'. The second activity is '馬禮遜教堂 82', with a description: '馬禮遜教堂位於與東方基金會新會址相連的墓園內。這座基督教禮拜堂，建於1821年，曾於1922年重修。教堂的窗門為拱形設...更多'. The background of the application is a map of Macau with numbered markers (1-16) indicating the locations of the activities.

The screenshot shows a detailed Google Maps view of Macau. The map is centered on the area around the大炮台 (Monte do Forte). A red location pin is placed on the map, and a box indicates a 2-minute walk (170 meters) to the location. The map shows various streets, buildings, and landmarks, including the Hospital Kiang Wu, the Igreja de São António, and the Monte do Forte. The map data is from 2020.

Provide traffic information (bus routes) and arrival time



Macao Government Open Data Platform
<https://data.gov.mo>



Application for visitor flow
<https://poimonitor.macaotourism.gov.mo>



Macao Tourism Marketing Website
<https://www.macaotourism.gov.mo>



Macao Tourism Data Plus
<https://dataplus.macaotourism.gov.mo>

~Thank you~

