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 (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.

https://data.gov.mo
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

Plan the trip based on user’s interest
The trip planner will recommend the most ideal trip but user can always customize his own.
Promote interested POIs in neighboring area
Advise operating hours and temporary-closed messages of sightseeing spots
Provide traffic information (bus routes) and arrival time
Thank you

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~