

# Macao Visitor Profile Survey

## 3<sup>rd</sup> Quarter Report

Conducted by  
IFT Tourism Research Centre (ITRC)  
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The Macao Visitor Profile Survey (VPS) is published quarterly by ITRC. In addition, ITRC publishes special focus reports on related themes that are of public interest.

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### **Macao Visitor Profile Survey (VPS)**

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## 1. About the VPS

### A. Objectives

- 1) To provide tourism policy and decision makers, planners and members of the tourism and hospitality industry with up-to-date, regular and insightful information regarding the profile of visitors to Macao and how they evolve over time.
- 2) To supplement general visitor (tourism) data currently provided by the Macao Census and Statistics Department (DSEC), MGTO and the Immigration Service by:
  - a. Providing greater detail and analysis of behavioral and psychological variables.
  - b. Providing cross tabulated data analysis and presentation of practical use to managers and decision makers in both government and private organizations.
- 3) To provide a source of reference and information archive over time of the short- and long-term changes to the mix of visitors to Macao.
- 4) To provide reference data to help evaluate the impact and effectiveness of destination management and marketing efforts.

### B. Methodology

Data for the third quarter of 2016 Macao Visitor Profile comes from field surveys of visitors conducted over a 9-day period between July and September 2016. Each survey date targeted a sample size of 114 visitors who completed at least half of their visit at the time of interview. Interview locations included major sites and terminals including the Border Gate, Ruins of St. Paul's, Rua do Cunha at Taipa, Senado Square, Hong Kong Macao Ferry Terminal and Macao International Airport. The final sample consisted of 971 visitors. The VPS seeks information from visitors primarily on (1) their purpose and reasons for visiting Macao, (2) their trip and travel characteristics, (3) travel and transportation arrangements, (4) accommodation arrangements, (5) major information source, (6) spending behavior, (7) visitor attractions visited, (8) gaming behavior, and (9) evaluation of their overall travel experience.

## 2. Major source markets, travel purpose and characteristics

A total of 971 visitors were surveyed in Q3 2016. Majority came from Mainland China (67%), Hong Kong SAR (18%) and Chinese Taiwan (7%). Around 7% of the respondents were from other Asian countries, Western countries, Malaysia and Singapore.

The majority of the interviewed visitors (88%) visited Macao mainly for leisure and vacation. The other main purpose for visiting Macao included visiting friends/ relatives (VFR) (6%), business (3%) and others (3%).

Figure 2.1: Place of residence (n=963)

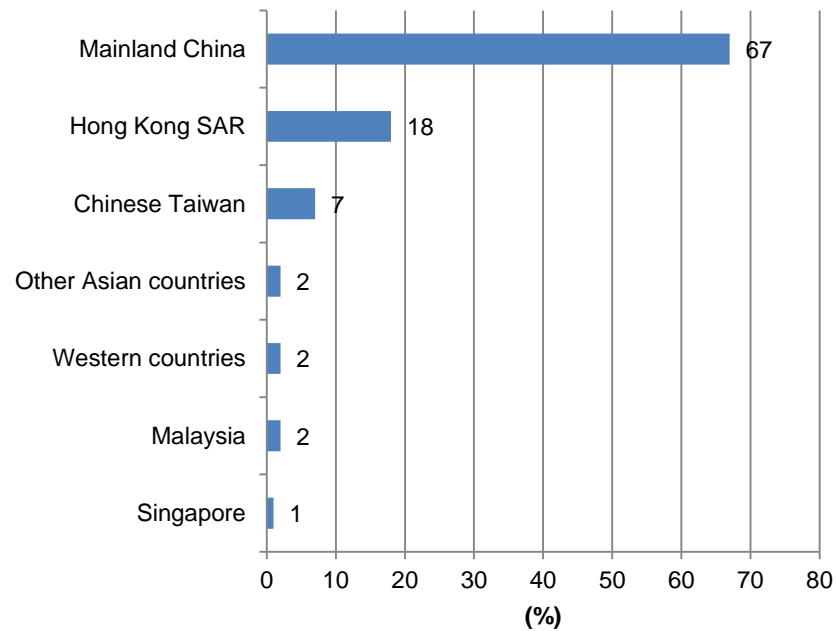
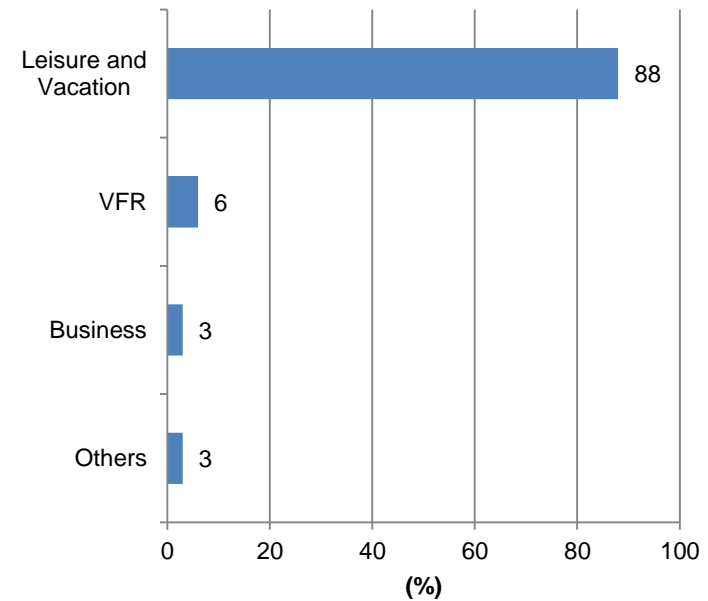
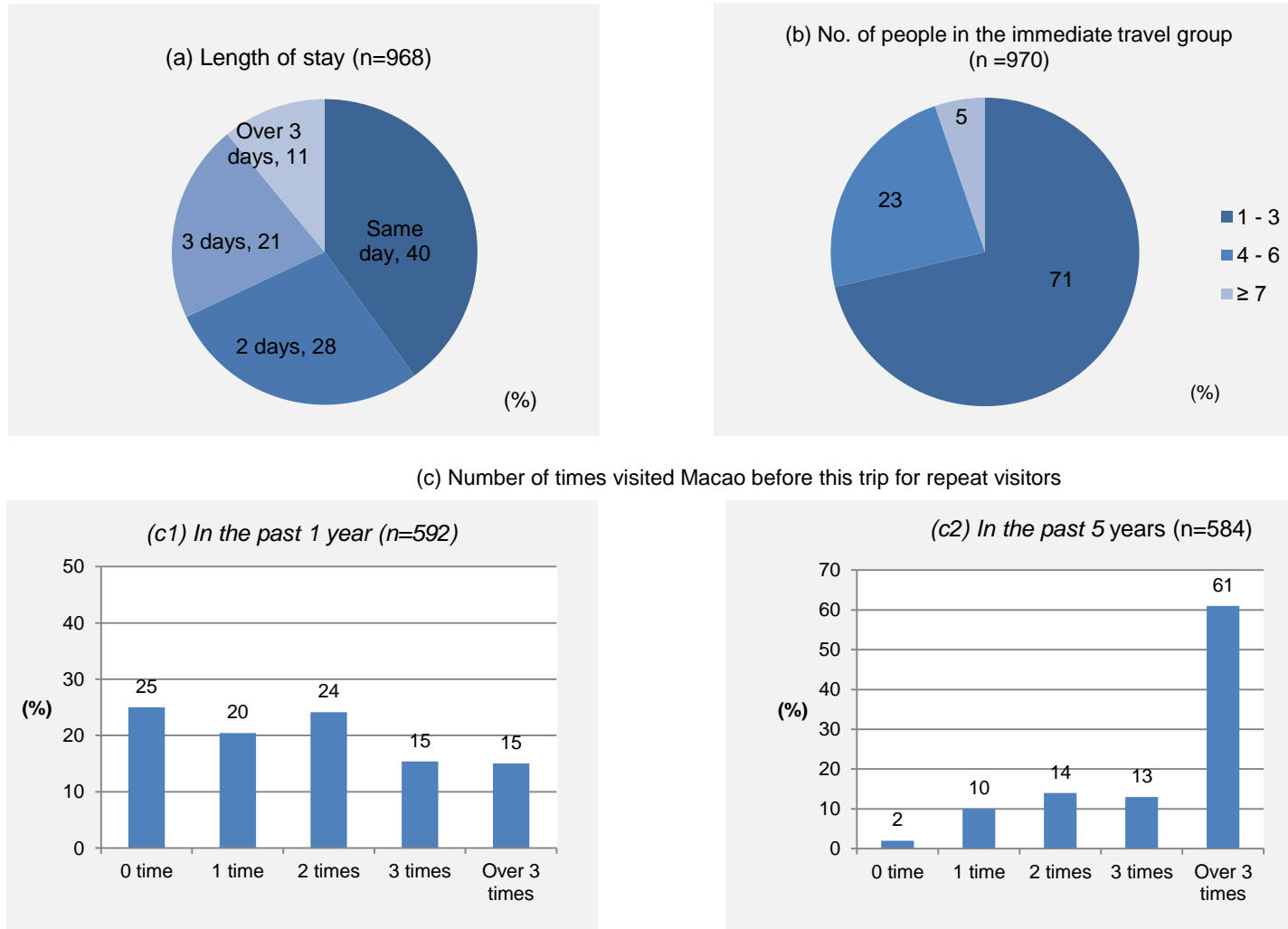


Figure 2.2: Primary purpose for visiting Macao (n=971)



About 60% of the respondents stayed overnight while 40% were same-day visitors. For overnight-staying visitors, 82% have planned to stay 2-3 days. About 71% visited Macao in a group comprising of 1-3 person(s); 23% came in groups of 4-6 individuals. Among those being interviewed, 62% were repeat visitors of which 61% have visited more than 3 times in the past 5 years.

**Figure 2.3: Basic trip characteristics**

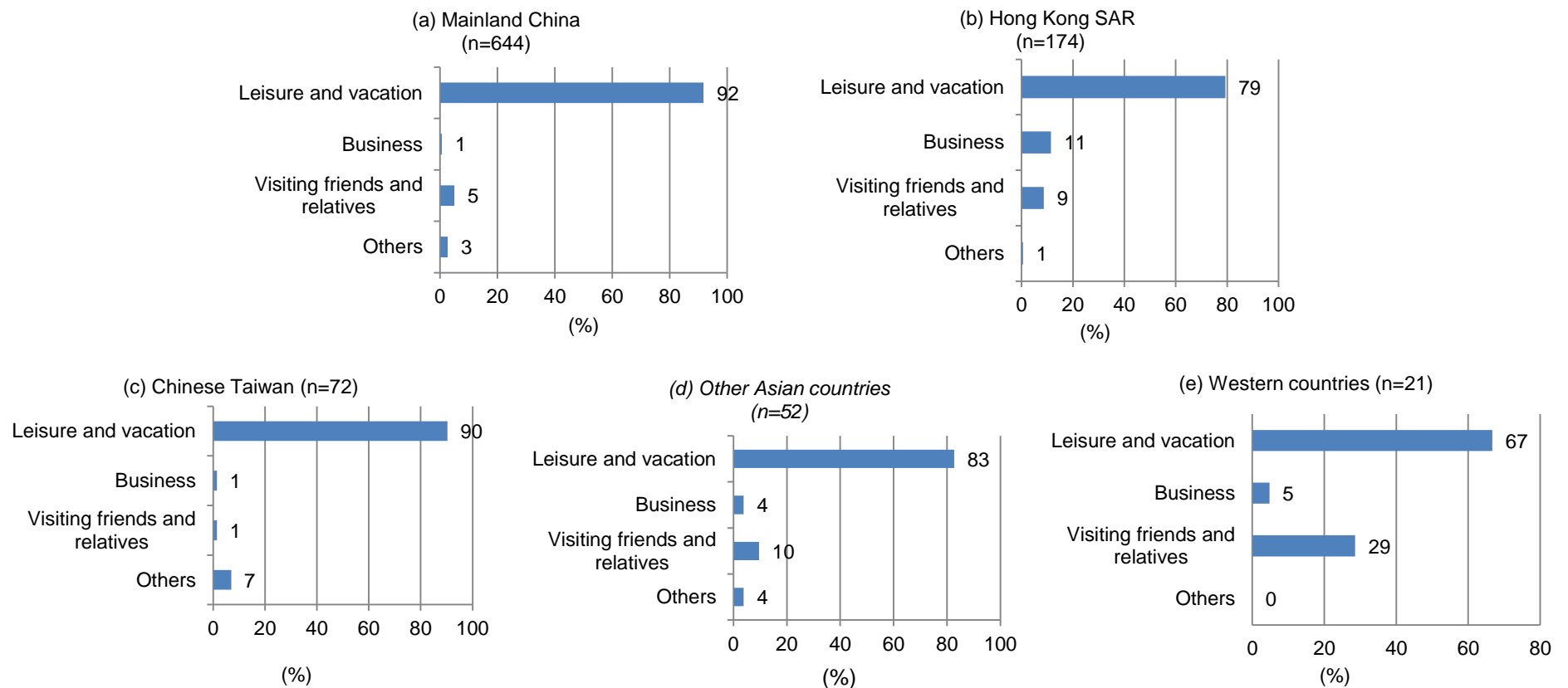


### 3. Travel characteristics by place of residence

#### 3.1 Trip purpose by place of residence

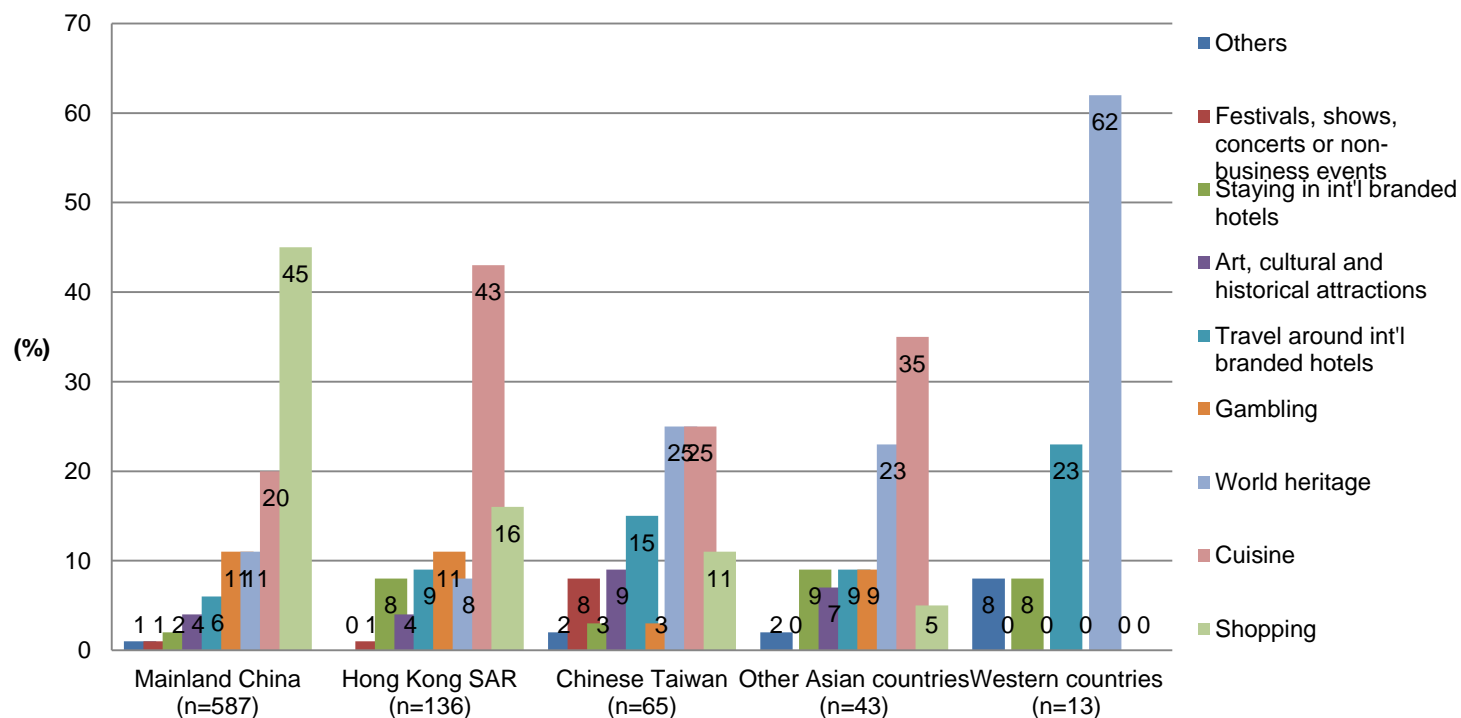
Visitors from Mainland China (92%), Hong Kong SAR (79%), Chinese Taiwan (90%), other Asian countries (83%) and Western countries (67%) visited Macao mainly for leisure and vacation.

**Figure 3.1.1: Main reason for visiting Macao by place of residence**



Among visitors whose main purpose of visiting Macao is for leisure and vacation, visitors from Mainland China considered shopping (45%) and visitors Western countries (62%) found visiting world heritage as the most attractive factor. Visitor from Chinese Taiwan found enjoying cuisine (25%) and visiting world heritage (25%) as equally attractive to them the most. Enjoying cuisine is most attractive to the visitors from Hong Kong SAR (43%) and the other Asian countries (35%)

Figure 3.1.2: Most attractive factor for visiting Macao for leisure and vacation by place of residence (n=844)





### 3.2 Trip characteristics by place of residence

Figure 3.2.1: Same-day or overnight-staying visitors by place of residence

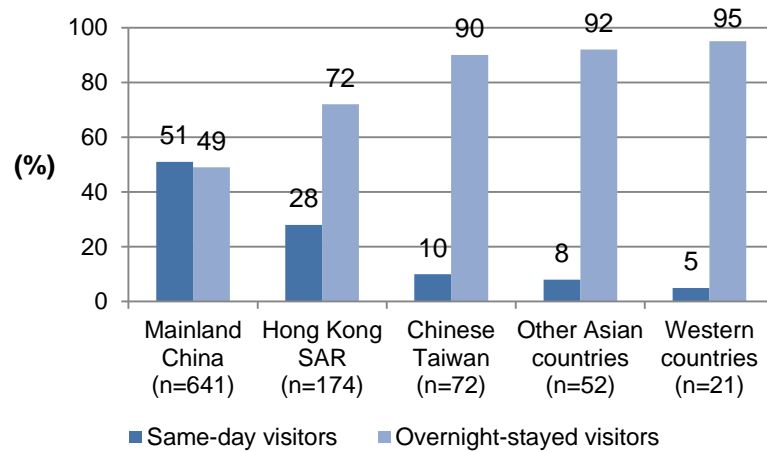


Figure 3.2.2: First or repeat visit by place of residence

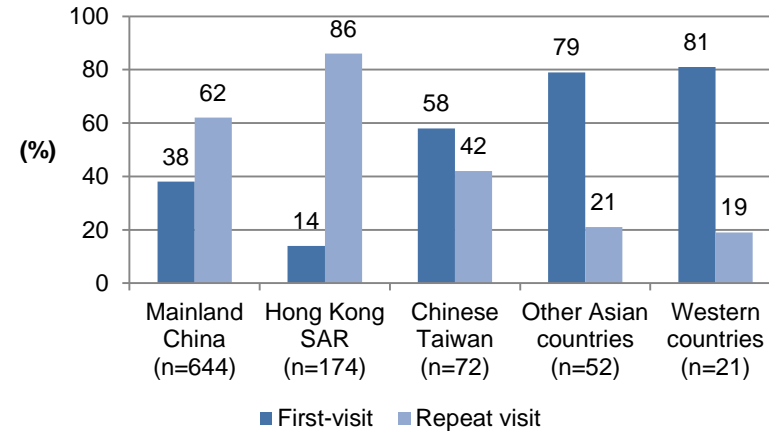


Figure 3.2.3: Travel arrangement by place of residence

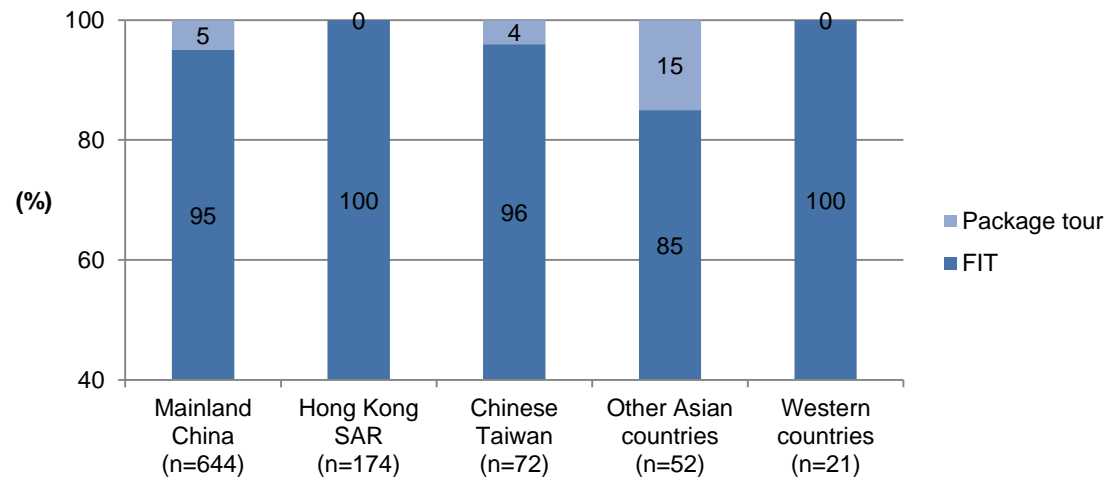


Figure 3.2.4: Length of stay by place of residence

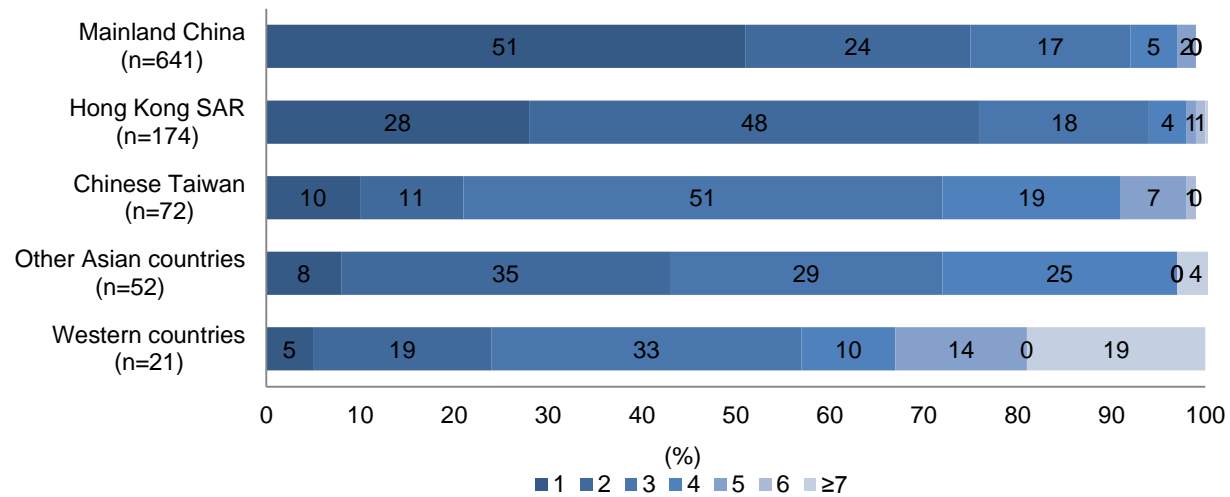
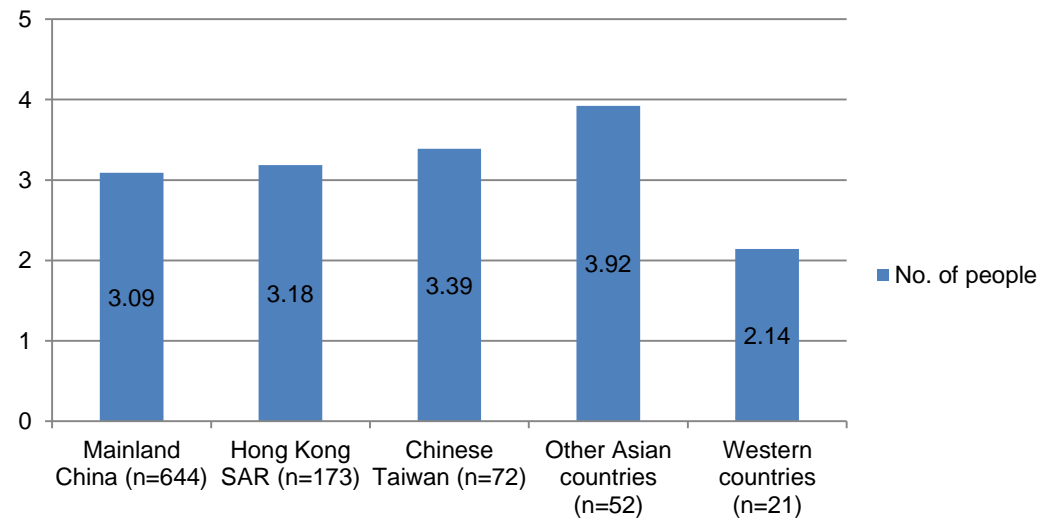


Figure 3.2.5: Average immediate group travel size by place of residence

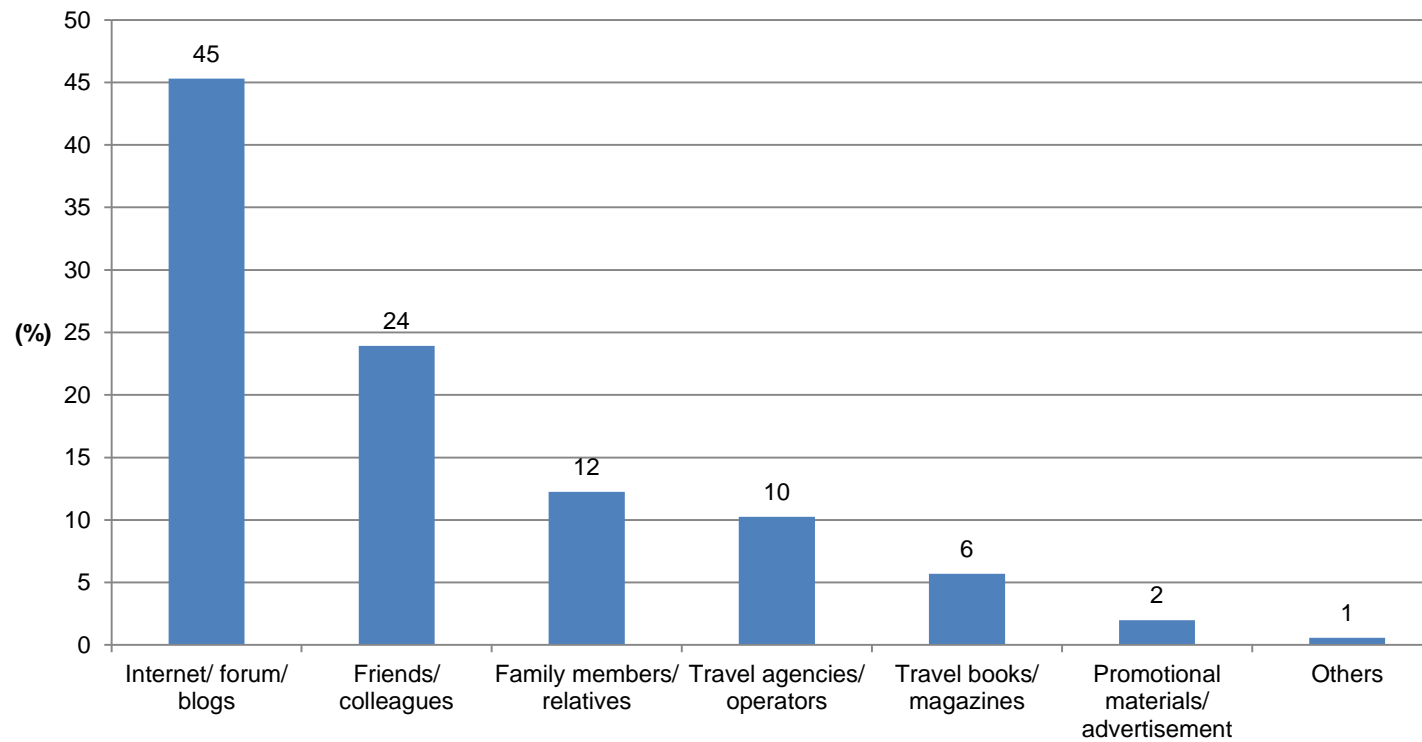


## 4. Major information sources

### 4.1 Major information sources

For planning their trip to Macao, first-time visitors found internet/ forum/ blogs (45%) and friends/ colleagues (24%) as most informative source for planning their visit.

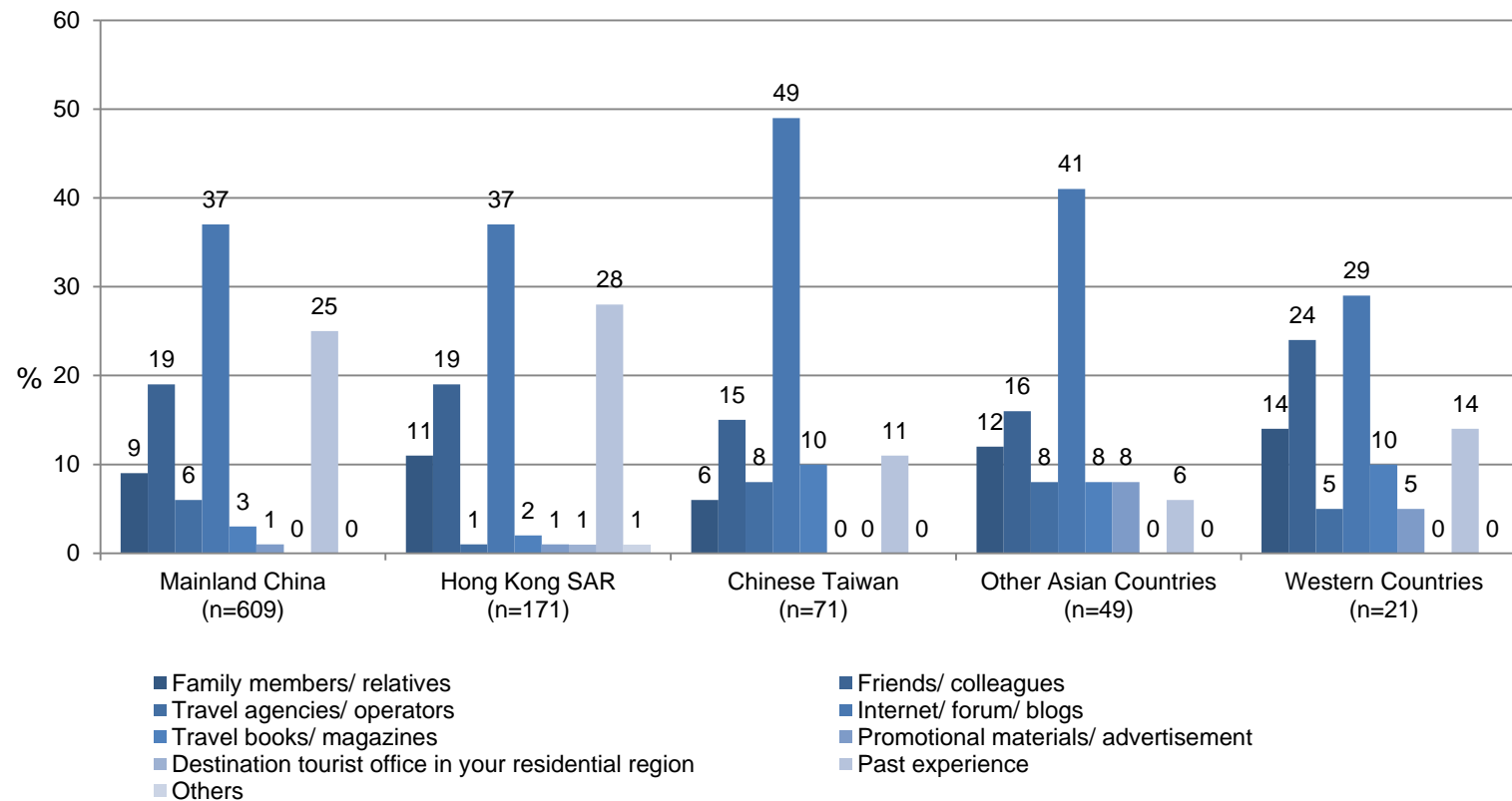
Figure 4.1: Media or source for information most influential in your decision to visit Macao by first-time visitors (n=351)



## 4.2 Information sources by place of residence

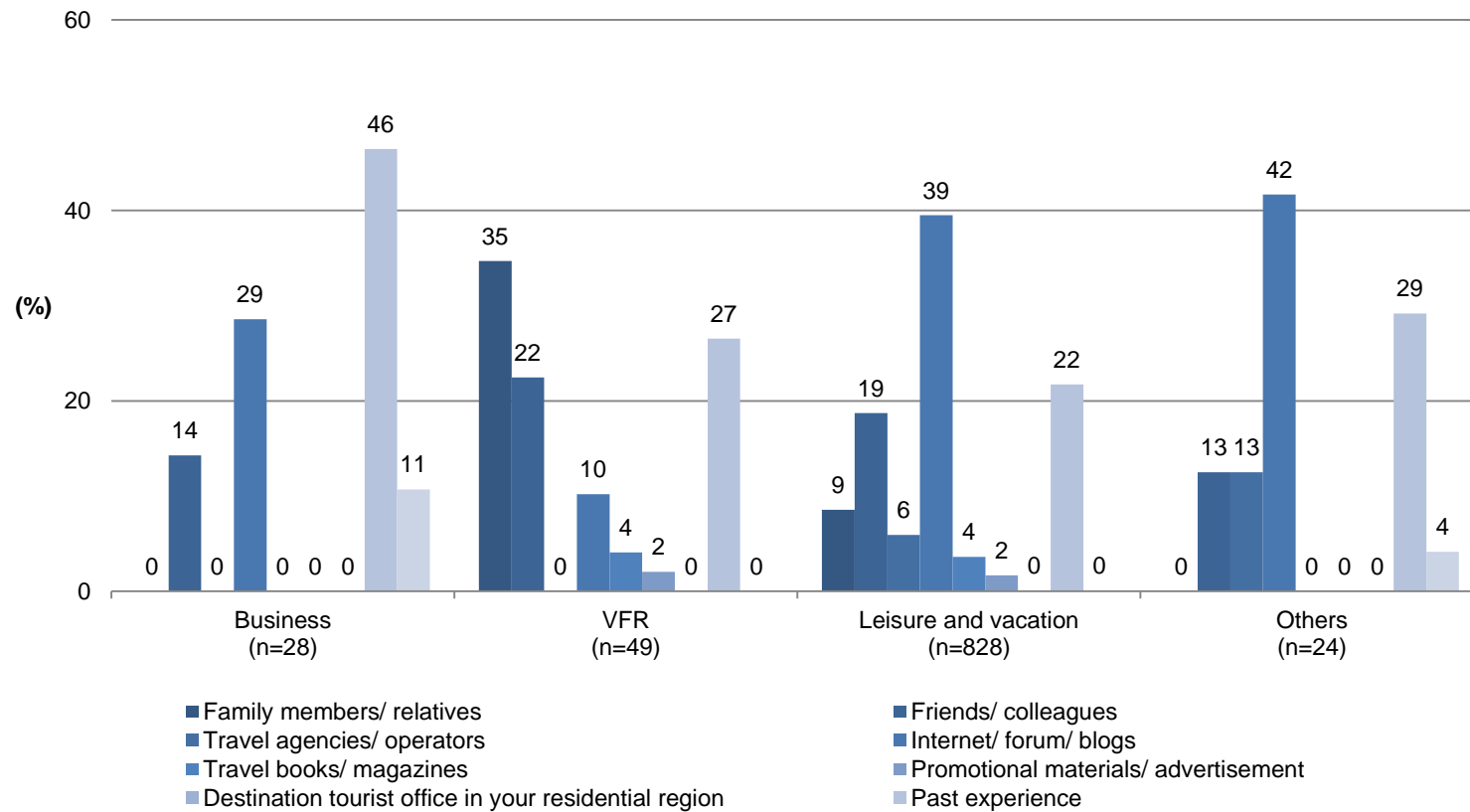
Information from the internet/ forum/ blogs is the most important information source by visitors for all places of residence.

Figure 4.2 Information source by place of residence



### 4.3 Information sources by travel purpose

Figure 4.3: Information source by travel purpose



## 5. Travel arrangement and activity

### 5.1 Type of accommodation, overnight visitors

Figure 5.1.1: Type of accommodation (n=566)

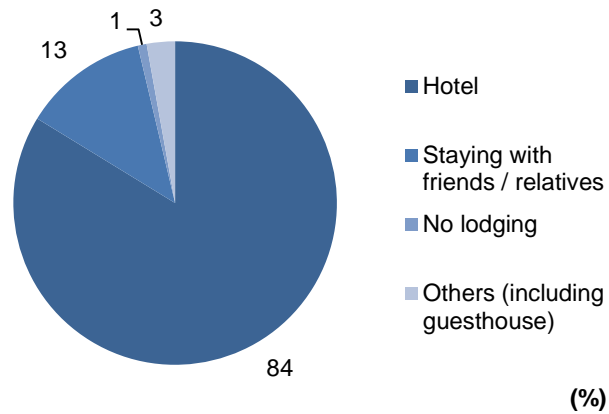
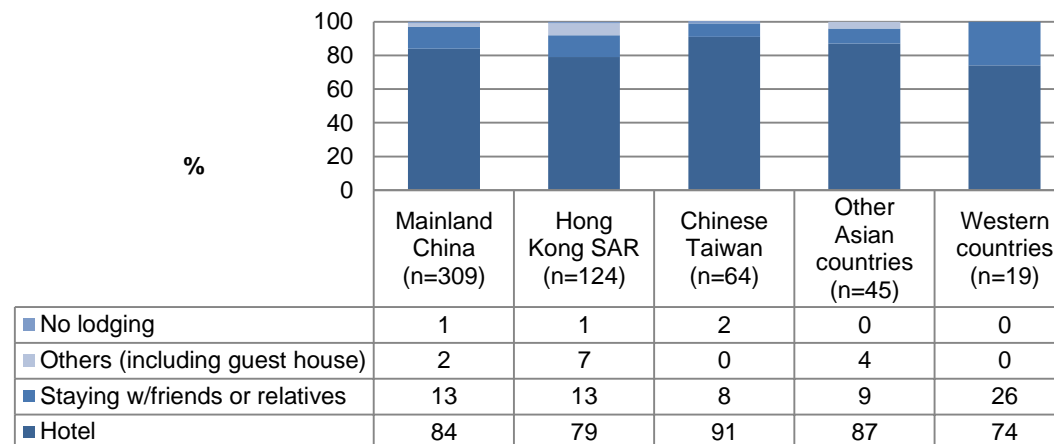


Figure 5.1.2: Type of accommodation by place of residence



### 5.2 Means of booking of FIT visitors, by place of residence

Respondents from Mainland China (72%) and Hong Kong SAR (53%), Chinese Taiwan (64%), other Asian countries (65%) and Western countries (79%) staying overnight in hotel/ guesthouse booked their accommodation through third party websites. Regarding transportation, the majority of the respondents from Mainland China and Hong Kong SAR booked their transportation directly from the service providers while the most respondents from Chinese Taiwan, other Asian countries and Western countries got their flight tickets from third party websites.

Figure 5.2.1: Means of booking accommodation (FIT visitors)

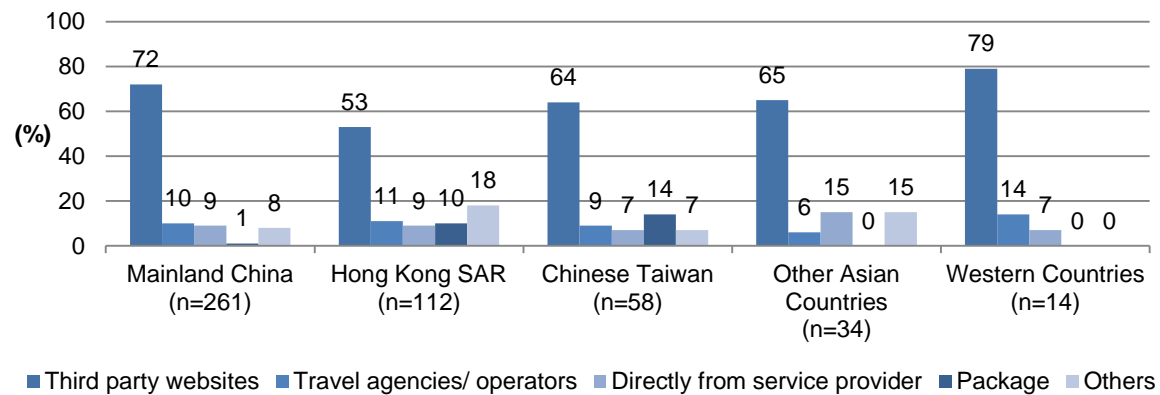
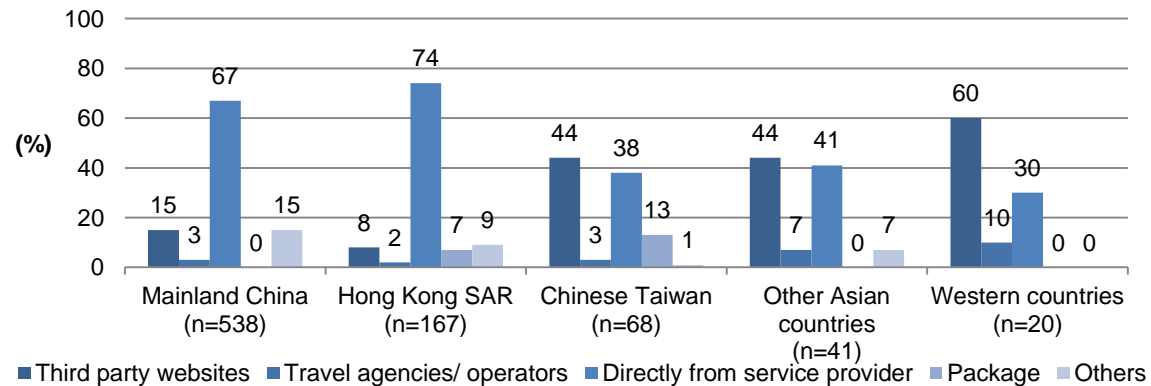


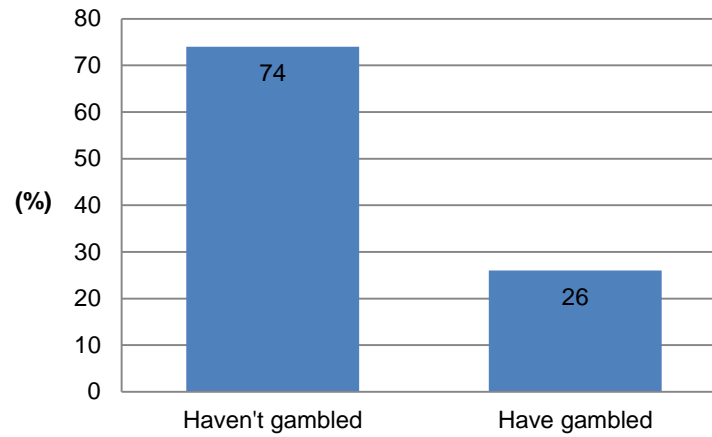
Figure 5.2.2: Means of booking transportation (FIT visitors)



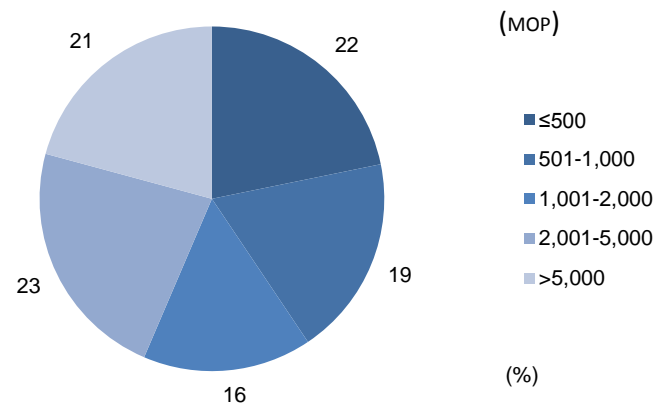
### 5.3 Gambling behaviour

About 26% of the respondents reported having gambled during their trip. Among these, 41% spent less than MOP1,000.

**Figure 5.3.1: Have you gambled in this particular trip? (n=971)**



**Figure 5.3.2: Gambling expenditure in MOP, among those who have gambled (n=223)**



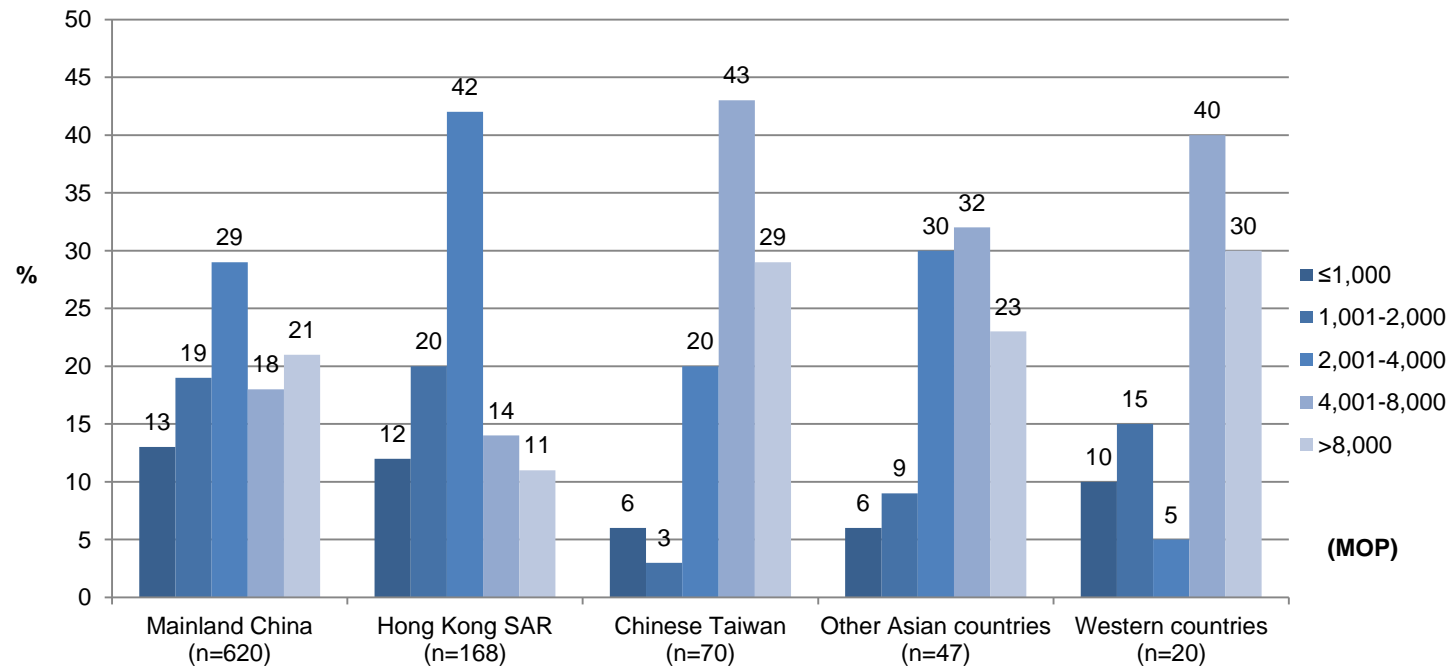


## 6. Budget, spending and satisfaction

### 6.1 Total budget by place of residence

The majority of the respondents from Chinese Taiwan (43%), other Asian countries (32%) and Western countries (40%) had budget of MOP4,001-8,000 while those from Hong Kong SAR (42%) mostly had budget of MOP2,001-4,000. Almost half of the respondents from Mainland China (48%) had budget between MOP1,001 and MOP4,000.

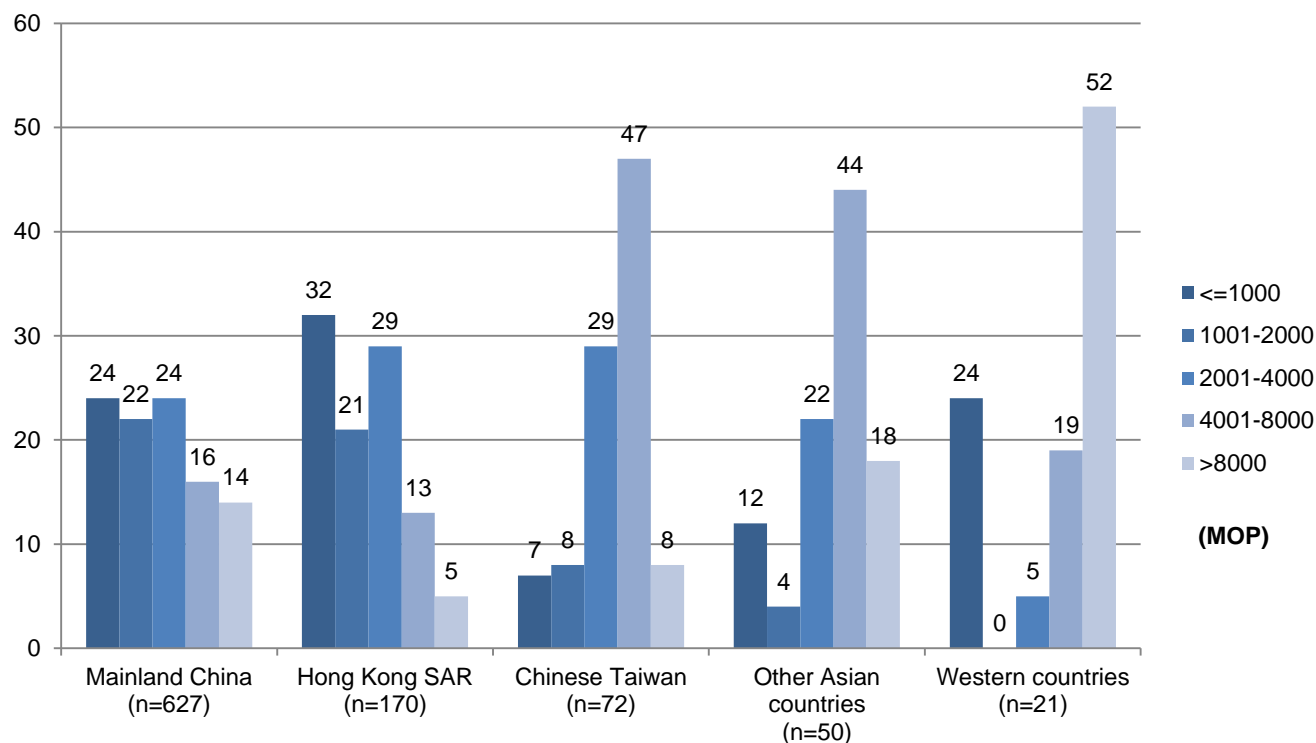
Figure 6.1: Total budget by place of residence



### 6.2 Total spending by place of residence

More than half of the respondents from Western countries (52%) spend over MOP8,000 during the visit. Most of the respondents from Chinese Taiwan (47%) and other Asian countries (44%) spent between MOP4,001-8,000 while the majority of those from Hong Kong SAR (32%) had expenditure ≤MOP1,000.

Figure 6.2.1: Total spending (excluding gambling) by place of residence



Note: Total trip budget is the amount which respondents have prepared for their estimated expenditure during the visit. Total expenditure is the amount of money they have spent thus far in this trip at the time of being interviewed.

The average spending of the visitors who travelled to Macao as FIT or by package tour including tour group fee, hotel/ hostel, transportation, shopping, food and beverage, and others (excluding gambling) is MOP4,139 and MOP4,497 respectively.

**Figure 6.2.2: Average spending (excluding gambling) by arrangement type**

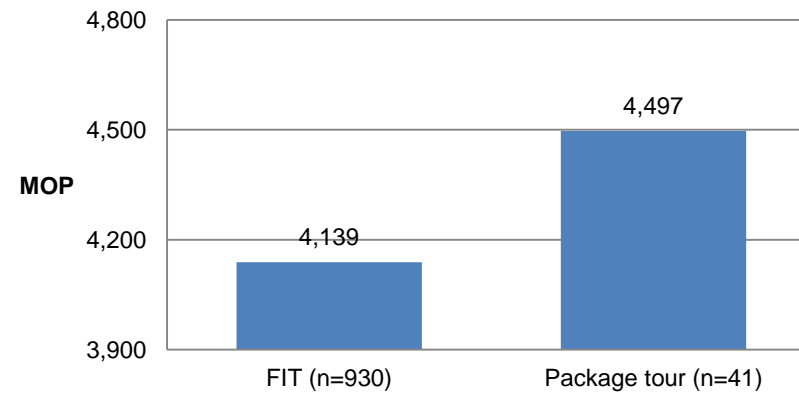
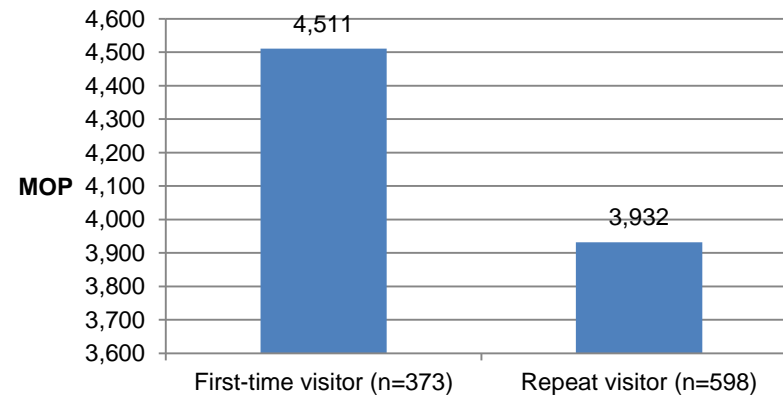


Figure 6.2.3 shows a comparison of the average spending among respondents from first-time and repeat visitor. The average spending of first-time visitors is higher with MOP4,511 while it is only MOP3,932 with the repeat visitors.

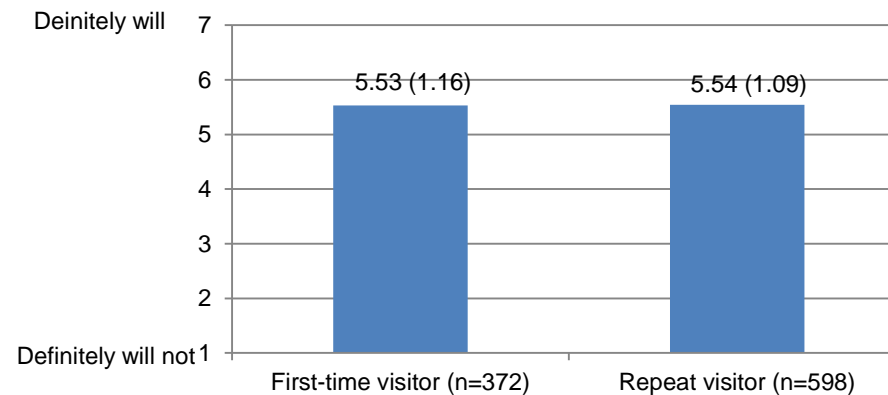
**Figure 6.2.3: Average spending (excluding gambling) by first-time and repeat visitors**



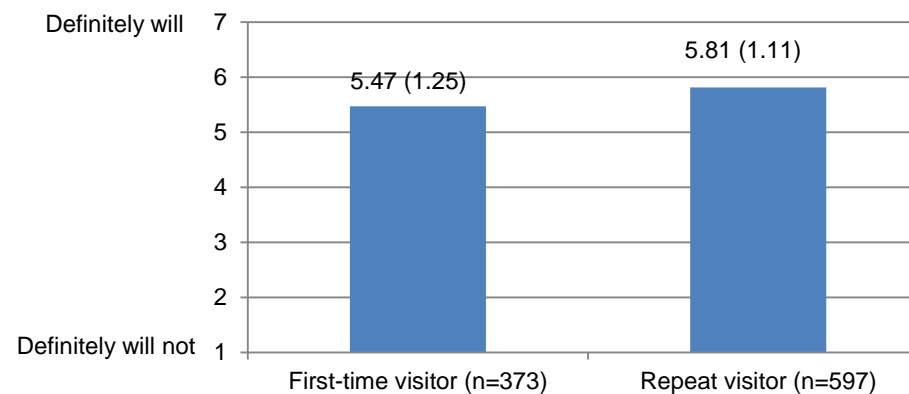
### 6.3 Recommending Macao as a destination and future visit

The interviewed visitors rated the propensity of recommending Macao as a destination and of future visit using a 7-point scale with 1 representing “definitely will not”, 2 “will not”, 3 “somehow will not”, 4 “neutral/ no comment”, 5 “somehow will”, 6 “will” and 7 “definitely will”. First-time and repeat visitors of the respondents somehow will recommend Macao as a destination to others with average scales of 5.53 (standard deviation = 1.16) and 5.54 (standard deviation = 1.09) respectively. In terms of intention to visit Macao again, first-time and repeat visitors have rated 5.47 (standard deviation = 1.25) and 5.81 (standard deviation = 1.11) on average respectively.

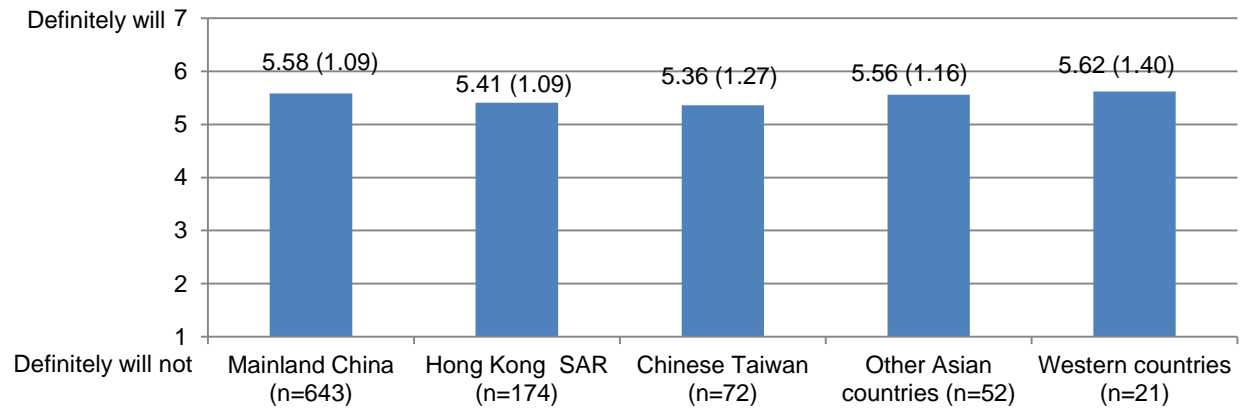
**Figure 6.3.1: Mean scale response of recommending Macao as a destination by first-time and repeat visitors (mean (s.d.))**



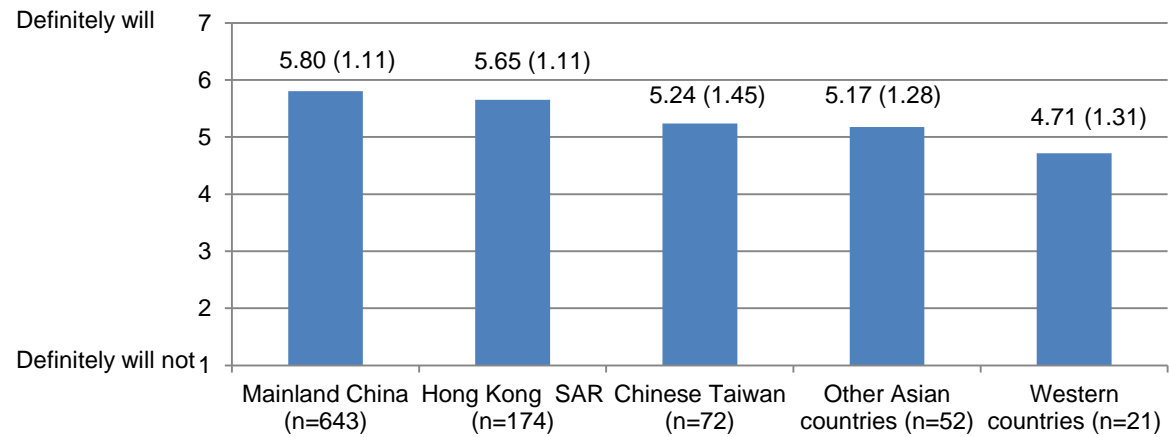
**Figure 6.3.2: Mean scale response of intention to visit Macao again by first-time and repeat visitors (mean (s.d.))**



**Figure 6.3.3: Mean scale response of recommending Macao by place of residence**



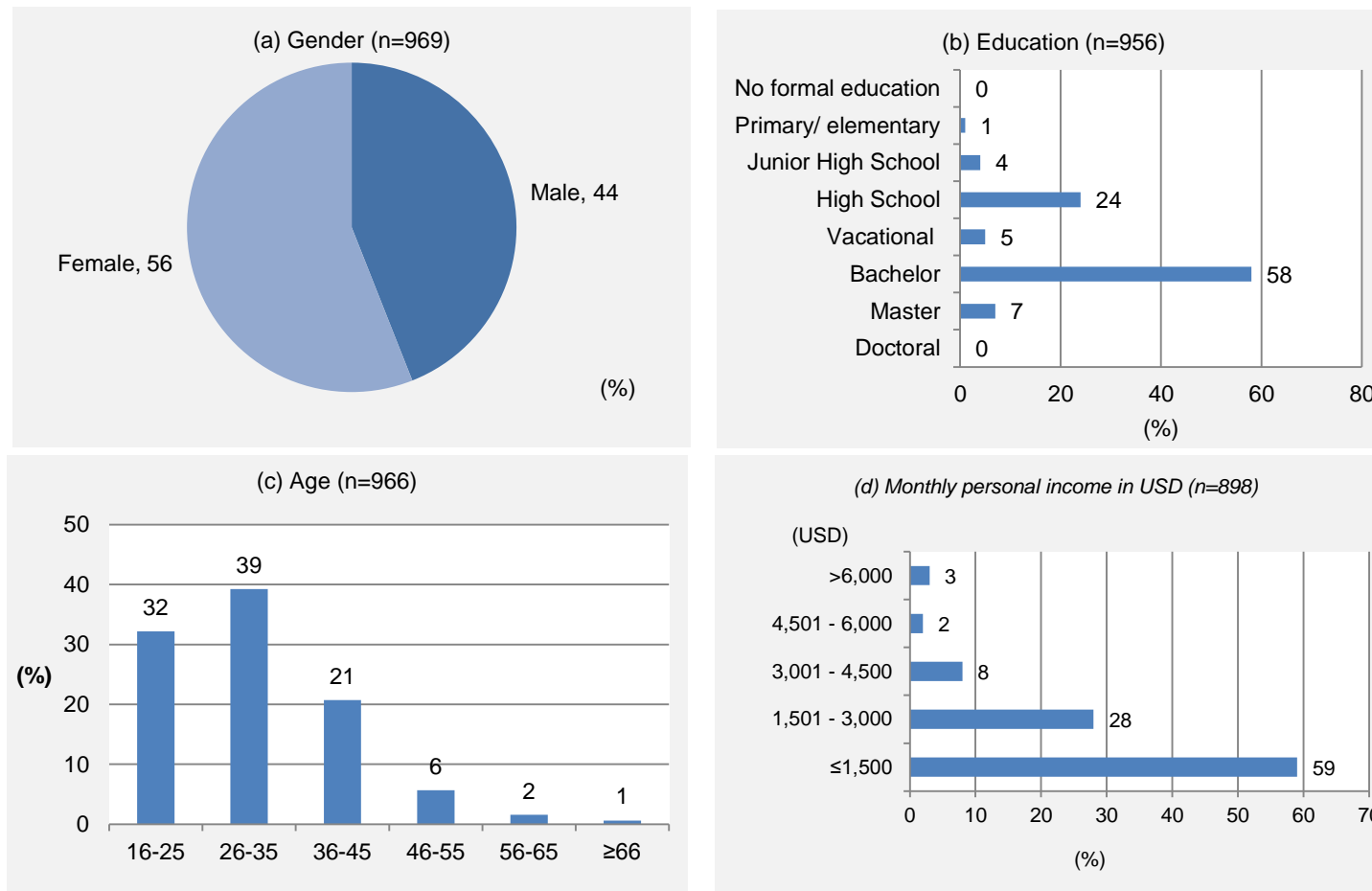
**Figure 6.3.4: Mean scale response of intention to visit again, by place of residence**



## 7. Demographics

About 56% of the respondents were female and 44% were male. Around 71% of the respondents were below 35 years old. Most of them are well-educated with 65% having attained tertiary degrees and 36% of respondents with monthly personal income between USD 1,501 and 4,500.

Figure 7.1: Visitors demographics



## 8. Summary table

Trip characteristics	Place of Residence															
	Mainland China		Hong Kong SAR		Chinese Taiwan		Malaysia		Singapore		Other Asian countries		Other Western countries		Total	
	2016 Q2	2016 Q3	2016 Q2	2016 Q3	2016 Q2	2016 Q3	2016 Q2	2016 Q3	2016 Q2	2016 Q3	2016 Q2	2016 Q3	2016 Q2	2016 Q3	2016 Q2	2016 Q3
<b>Primary purpose of this trip</b>																
<b>Business</b>	2	1	12	11	9	1	0	13	22	0	6	0	0	5	5	3
<b>VFR</b>	9	5	9	9	3	1	6	0	0	8	11	17	18	29	8	6
<b>Leisure and vacation</b>	87	92	79	79	84	90	94	81	78	92	83	79	82	67	85	88
<b>Others</b>	2	3	1	1	3	7	0	6	0	0	0	4	0	0	2	3
<b>Total</b>	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>Main Information source of visiting Macao</b>																
<b>Family/relatives</b>	8	9	4	11	7	6	24	0	0	25	3	13	18	14	8	9
<b>Friends/colleagues</b>	24	19	16	19	21	15	6	29	22	8	11	13	27	24	21	18
<b>Travel agencies</b>	3	6	1	1	2	8	0	0	0	0	9	17	0	5	3	6
<b>Internet/forums /blogs</b>	32	37	26	37	48	49	65	50	44	50	57	30	45	29	34	38
<b>Travel books/ magazines</b>	0	3	1	2	6	10	0	14	11	8	6	4	0	10	1	3
<b>Promotional materials /advertisement</b>	1	1	1	1	1	0	6	7	0	0	6	13	0	5	1	2
<b>Destination tourist office in your residential region</b>	-	0	-	1	-	0	-	0	-	0	-	0	-	0	-	0
<b>Past experience</b>	31	25	53	28	14	11	0	0	11	8	9	9	9	14	32	23
<b>Others</b>	0	0	0	1	0	0	0	0	11	0	0	0	0	0	0	0
<b>Total</b>	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Trip characteristics	Place of Residence															
	Mainland China		Hong Kong SAR		Chinese Taiwan		Malaysia		Singapore		Other Asian countries		Other Western countries		Total	
	2016 Q2	2016 Q3	2016 Q2	2016 Q3	2016 Q2	2016 Q3	2016 Q2	2016 Q3	2016 Q2	2016 Q3	2016 Q2	2016 Q3	2016 Q2	2016 Q3	2016 Q2	2016 Q3
<b>Accommodation - staying where</b>																
Hotel	36	42	46	57	84	83	88	71	78	83	80	83	55	70	45	51
Staying w/friends or relatives	7	7	8	9	1	7	0	0	0	8	9	13	27	25	7	8
Daytrip	57	50	44	28	15	10	12	14	11	8	9	4	18	5	48	40
Others (including guesthouse)	1	1	2	5	0	0	0	14	11	0	3	0	0	0	1	2
<b>Total</b>	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>FIT - means to book accommodation</b>																
Third party websites	26	31	23	35	51	54	71	62	44	50	71	50	45	55	30	35
Travel agency	3	4	4	7	17	7	0	0	0	8	3	6	0	10	4	5
Directly from the service providers	3	4	4	6	5	6	12	15	22	17	3	6	9	5	4	5
Package	0	0	9	6	11	12	0	0	0	0	0	0	0	0	3	2
No lodging in hotel /guesthouse	61	57	48	35	15	15	18	15	11	17	19	19	36	30	52	47
Others	6	4	12	12	1	6	0	8	22	8	3	19	9	0	7	6
<b>Total</b>	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>FIT - means to book travelling tickets</b>																
Third party websites	17	13	1	8	47	43	59	33	44	33	63	53	55	57	20	17
Travel agency	2	2	3	2	16	3	0	7	0	8	7	6	0	10	4	3
Directly from the service providers	56	59	75	74	25	38	41	47	33	42	30	29	36	29	55	59
Package	1	0	9	7	10	13	0	0	0	0	0	0	0	0	3	2
No travelling ticket	13	12	2	0	0	1	0	7	0	8	0	6	0	5	9	8
Others	11	13	10	9	1	1	0	7	22	8	0	6	9	0	10	11
<b>Total</b>	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100



Trip characteristics	Place of Residence															
	Mainland China		Hong Kong SAR		Chinese Taiwan		Malaysia		Singapore		Other Asian countries		Other Western countries		Total	
	2016 Q2	2016 Q3	2016 Q2	2016 Q3	2016 Q2	2016 Q3	2016 Q2	2016 Q3	2016 Q2	2016 Q3	2016 Q2	2016 Q3	2016 Q2	2016 Q3	2016 Q2	2016 Q3
<b>Budget - total (coded)</b>																
≤1,000	17	13	15	12	6	6	0	0	0	8	6	9	9	10	15	12
1,001-2,000	24	19	23	20	5	3	7	8	0	0	3	14	0	15	21	17
2,001-4,000	24	29	36	42	20	20	7	23	0	17	20	41	55	5	25	30
4,001-8,000	17	18	19	14	42	43	29	46	56	50	43	14	0	40	21	21
> 8,000	18	21	6	11	27	29	57	23	44	25	29	23	36	30	18	20
<b>Total</b>	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>Spending (excluding gambling)-total (coded)</b>																
≤1,000	32	24	37	32	10	7	7	14	11	8	6	13	18	24	29	23
1,001-2,000	23	22	31	21	7	8	13	7	0	0	9	4	18	0	22	19
2,001-4,000	19	24	22	29	23	29	13	29	33	33	11	13	0	5	20	25
4,001-8,000	16	16	6	13	45	47	40	43	22	33	49	50	45	19	19	19
> 8,000	10	14	4	5	15	8	27	7	33	25	26	21	18	52	10	13
<b>Total</b>	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Trip characteristics	Primary Purpose									
	Business		VFR		Leisure and vacation		Others		Total	
	2016 Q2	2016 Q3	2016 Q2	2016 Q3	2016 Q2	2016 Q3	2016 Q2	2016 Q3	2016 Q2	2016 Q3
<b>Times of Visit in 1 Year</b>										
First time visit	15	15	28	28	29	29	31	31	28	28
Repeated visit										
1 time	18	18	18	18	21	21	8	8	20	20
2 times	18	18	35	35	22	22	31	31	23	23
3 times	21	21	6	6	12	12	15	15	12	12
Over 3 times	28	28	13	13	16	16	15	15	16	16
<b>Total</b>	100	100	100	100	100	100	100	100	100	100
<b>Times of Visit in 5 Years</b>										
First time visit	0	0	0	3	2	2	0	0	2	2
Repeated visit										
1 time	10	4	12	5	13	11	8	8	13	10
2 times	13	4	10	16	15	14	23	17	15	14
3 times	13	13	9	8	12	14	0	25	12	13
Over 3 times	64	79	69	68	57	60	69	50	59	61
<b>Total</b>	100	100	100	100	100	100	100	100	100	100
<b>Trip Type</b>										
FIT	82	97	100	98	98	96	100	84	97	96
Group Tour	18	3	0	2	2	4	0	16	3	4
<b>Total</b>	100	100	100	100	100	100	100	100	100	100
<b>Length of Stay</b>										
Same day	33	38	25	15	50	41	100	88	48	40
2 days	24	24	36	27	28	29	0	4	28	28
3 days	18	17	26	25	16	21	0	4	16	21
Over 3 days	24	21	13	32	6	10	0	4	8	11
<b>Total</b>	100	100	100	99	100	101	100	100	100	100

Trip characteristics	Gender				Age											
	Male		Female		16 -25		26 - 35		36 - 45		46 - 55		56 - 65		>65	
	2016 Q2	2016 Q3	2016 Q2	2016 Q3	2016 Q2	2016 Q3	2016 Q2	2016 Q3	2016 Q2	2016 Q3	2016 Q2	2016 Q3	2016 Q2	2016 Q3	2016 Q2	2016 Q3
<b>Visiting type</b>																
<b>Same-day</b>	44	36	51	44	61	51	46	39	28	33	34	18	64	47	14	17
<b>Overnight</b>	56	64	49	56	39	49	54	61	72	67	66	82	36	53	86	83
<b>First visit</b>	31	36	34	40	38	44	35	40	23	27	25	36	23	27	0	67
<b>Repeat visit</b>	69	64	66	60	62	56	65	60	77	73	75	64	77	73	100	33
<b>Travel arrangement</b>																
<b>FIT</b>	99	97	96	95	99	96	97	96	95	95	92	96	100	100	100	100
<b>Group Tour</b>	1	3	4	5	1	4	3	4	5	6	8	4	0	0	0	0
<b>Primary purpose of this trip</b>																
<b>Business</b>	7	6	3	1	2	1	4	3	13	6	6	4	5	0	0	0
<b>VFR</b>	10	9	7	4	8	4	7	5	8	7	15	15	23	27	43	50
<b>Leisure and heritage</b>	80	82	89	93	89	93	87	89	78	85	77	82	73	67	57	50
<b>Others</b>	2	4	1	2	2	3	2	2	1	4	2	0	0	7	0	0

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