



澳門特別行政區政府
Governo da Região Administrativa Especial de Macau
旅遊局
Direcção dos Serviços de Turismo

“旅遊激勵計劃”

“TRAVEL STIMULATION PROGRAM”

詳情細則

PROGRAM OUTLINE

2021年5月1日起生效

Effective from 1st May 2021



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1. 計劃基本資料：

GENERAL INFORMATION OF THE PROGRAM :

1.1 目的

Purpose

擴大現有的“旅遊激勵計劃”適用範圍，提升參與商務及體育旅遊旅客來澳籌辦活動的吸引力，並增加鼓勵商務及體育旅遊旅客深入社區的體驗活動，激活社區經濟發展。

The scope of application of the existing "Travel Stimulation Program" is expanded to enhance the attractiveness of Macao as a destination for business and sports tourism visitors to organize activities in Macao and a variety of activities are added to encourage business and sports tourism visitors to experience and explore local communities as to activate the community economic development.

1.2 對象

Beneficiary

於澳門籌辦“獎勵旅遊 / 婚禮旅遊 / 學生旅遊 / 體育旅遊”活動的主辦單位 / 策劃者、新娘 / 新郎、學校 / 學院 / 大學或指定委託申請者 / 機構（以下簡稱“申請者”）。

Organizers and/or Planners, Bride/Groom, School/University/College or the appointed Applicant/Entity of the “Incentive Travel/Wedding Travel/Student Travel/Sports Travel” activities to be held in Macao (hereinafter referred to as the “Applicant”).

1.3 適用範圍

Scope

1.3.1 已確定的“獎勵旅遊 / 婚禮旅遊 / 學生旅遊 / 體育旅遊”活動；
Confirmed “Incentive Travel/Wedding Travel/Student Travel/Sports Travel” activities;

1.3.2 合資格的活動可以是以下其一：
Qualified activities can be one of the below:

1.3.2.1 獎勵旅遊：來澳以籌辦獎勵活動或團隊建立活動為目的的公司/機構/團體；

Incentive Travel: Company/Entity/Organization aiming to come to Macao to organize an incentive event or team building activity ;

1.3.2.2 婚禮旅遊：來澳以籌辦婚禮活動為目的的新郎/新娘或公司/機構；
Wedding Travel: Bride/Groom or Company/Entity aiming to come to Macao to organize a wedding event;



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- 1.3.2.3 學生旅遊：來澳以籌辦學生或教學相關活動為目的的學校/學院/大學/公司/機構/團體；
Student Travel: School/College/University/Company/Entity/Organization aiming to come to Macao to organize a Students related event or educational related activity;
- 1.3.2.4 體育旅遊：
(a) 來澳以籌辦體育賽事為目的的公司/機構/團體；
(b) 來澳以參賽者身份參與體育比賽的的公司/機構/團體；
(c) 來澳以觀眾身份觀看體育賽事為目的的公司/機構/團體；
Sports Travel:
(a) Company/Entity/Organization aiming to come to Macao to organize a sports event;
(b) Company/Entity/Organization aiming to come to Macao to compete as a contestant in a sports event;
(c) Company/Entity/Organization or Group aiming to come to Macao to watch a sports event as audience;

1.4 受惠資格 Eligibility

於澳門進行“獎勵旅遊 / 婚禮旅遊 / 學生旅遊 / 體育旅遊”活動規模須達25名非澳門參加者或以上，並在澳門最少連續住宿2晚。

The “Incentive Travel/Wedding Travel/Student Travel/Sports Travel” activity in Macao should have a minimum of 25 non-Macao participants with at least 2 consecutive nights of stay in Macao.

2. 支持類別： SUPPORT CATEGORY：

2.1 支持項目： Support Items：

參加者人數 Number of Participants	支持類別 Support Category
25 - 39	(A)旅遊資料 + (B)紀念品 (A) Tourist information kit + (B) Souvenir
40 - 100	(A)旅遊資料 + (B)紀念品 + (C)感受澳門半天遊* (A) Tourist information kit + (B) Souvenir + (C) Experience Macao half-day tour*



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參加者人數 Number of Participants	支持類別 Support Category
101 - 300	<p>(A) 旅遊資料 + (B) 紀念品 + 以下項目任選一： (C) 感受澳門半天遊* 或 (D) 澳門旅遊產品門票* 或 (E) 文化體驗* 或 (F) 澳門旅遊吉祥物“麥麥”人偶扮相* (G1) 美食體驗半天遊</p> <p>(A) Tourist information kit + (B) Souvenir + choose one option from below items: (C) Experience Macao half-day tour* or (D) Macao tourism product admission ticket* or (E) Cultural experience* or (F) Appearance of Macao tourism mascot “MAK MAK” or (G1) Gastronomy half-day tour</p>
300+	<p>選擇一： (A) 旅遊資料 + (B) 紀念品 + (F) 澳門旅遊吉祥物“麥麥”人偶扮相 + 以下項目任選一： (C) 感受澳門半天遊* 或 (D) 澳門旅遊產品門票* 或 (E) 文化體驗*</p> <p>Option 1: (A) Tourist information kit + (B) Souvenir + (F) Appearance of Macao tourism mascot “MAK MAK” + choose one option from below items: (C) Experience Macao half-day tour* or (D) Macao tourism product admission ticket* or (E) Cultural experience*</p> <p>選擇二： (A) 旅遊資料 + (B) 紀念品 + (G2) 本地特色美食製作體驗*</p> <p>Option 2: (A) Tourist information kit + (B) Souvenir + (G2) Local specialty food making experience*</p>

* 合資格的申請者可於“獎勵旅遊計劃”申請表格之附錄表內的 C、D、E、F 或 G 項目中選取合適的項目。

* Eligible applicant(s) can choose one option from category C, D, E, F or G in the support items list in the Appendix of the “Travel Stimulation Program” application form.



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2.2 其它支持：

Other Support：

與各政府部門及學校/大學/學院的聯繫及協調（註：相關安排須就有關政府部門及學校/學院/大學的可行性或審批而定）；

Liaison and coordination with other relevant Macao SAR Government entities and Schools/Colleges/Universities (Remark: The related arrangements are subject to availability or approval from respective Government entities and Schools/ Universities/Colleges);

3. 條款及細則：

TERMS AND CONDITIONS：

3.1 符合“旅遊激勵計劃”（以下簡稱“計劃”）之申請者必須遵守下列條款及細則：

Eligible applicant(s) of the “Travel Stimulation Program” (hereinafter referred as: “Program”), are required to comply with the following terms and conditions:

3.2 有關計劃只適用於已確定之“獎勵旅遊 / 婚禮旅遊 / 學生旅遊 / 體育旅遊”活動，而有關申請者必須向本局提交其活動之書面協議或合同，及其訂金保證收據以證明其活動之真確性；如以參賽者身份參與體育比賽則需提交其活動之參賽及酒店住宿證明，而以觀眾身份觀看體育賽事則需提交其活動之門票及酒店住宿證明，以及完整包括所有出席人士的名單。

The Program is only applicable to “Incentive Travel/Wedding Travel/Student Travel/Sports Travel” activities with proof of booking confirmation, such as signed agreement or contract and receipt of deposit issued by respective party; or proof of participation in a sports event as a contestant and hotel booking confirmation; or proof of ticket purchase of a sports event, hotel booking confirmation and full name list of the group as audience, to be submitted to Macao Government Tourism Office (MGTO) by the Applicant.

3.3 申請支持的項目，其所採用之服務供應商，必須為本澳合法經營之場所，或為澳門合法註冊之公司。

Support will only be extended to activities that employ services provided by local venues or entities that are legally registered in Macao.

3.4 此項計劃之所有要求、條款及細則，若有任何變動，恕不另行通知。旅遊局免除因第三者的產品或服務引致爭議之任何責任。

The eligibility criteria, as well as terms and conditions of this Program are subject to change without prior notice. MGTO disclaims any liability of disputes related to any products and/or services provided by third parties.

3.5 以上各項批給均需要符合由澳門特別行政區政府旅遊局所修訂之條款及細則，旅遊局擁有執行是項計劃之最終解釋權及決定權。

The approval of the above support must comply with the terms and conditions stipulated by MGTO. MGTO reserves the right on final decision and interpretation in the execution of this Program.



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4. 資料及文件遞交：

SUBMISSION OF INFORMATION & DOCUMENTS :

4.1 申請：

Application:

申請者必須於活動舉辦首日前最少 15 個工作天前向澳門旅遊局或旅遊局駐外代表遞交指定申請表、下列文件及活動資料：

The Applicant is required to complete the Application Form and submit the form with the following supporting documents and event details to MGTO Macao or any of the MGTO's overseas representatives, at least 15 working days prior to the first day of the event:

4.1.1. 完整填寫的申請表；

Complete Application Form;

4.1.2. 為有關“獎勵旅遊 / 婚禮旅遊 / 學生旅遊 / 體育旅遊”活動已簽署之書面合約及相關服務供應者發出之活動訂金收據證明(如住宿及“獎勵旅遊 / 婚禮旅遊 / 學生旅遊 / 體育旅遊”活動項目)，並須提供服務供應商之澳門營業稅一徵稅憑單；

Signed contract and receipt of deposit issued by service provider of the travel group (such as proof of hotel deposit and activities included in the “Incentive Travel/Wedding Travel/Student Travel/Sports Travel”), as well as a copy of the Industrial Tax Statement (“M/8” Form) of the service provider(s) must be provided;

4.1.3. 屬“獎勵旅遊”活動，活動策劃人及申請者需提交其公司簡介及具法律約束性之公司註冊文件(營業執照或政府發出之證書)；

For the “Incentive Travel” activities, a Company’s profile and legal registration document (such as Business License or Government certification) of the Event Planner and the Applicant must be submitted;

4.1.4. 屬“婚禮旅遊”活動，需提交新娘及新郎的合法婚姻登記證明(副本)以及包括所有活動出席人士的名單；

For the “Wedding Travel” activities, a copy of Marriage Certificate and a full name list of all the participants of the event must be submitted;

4.1.5. 屬“學生旅遊”活動，需提交由活動策劃人/機構發出的確定非澳門參加者名單並以機構/學校/學院/大學信箋編印及需蓋有其印章(如適用)及授權簽名；學生之名單須註明學生就讀級別/年齡；

For the “Student Travel” activities, a confirmed list of non-Macao participants issued by the Event Planner (needs to state the education level / age of participating), with Entity/School/College/University’s letterhead and chop (if applicable) or authorized signature must be submitted;



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4.1.6. 屬“體育旅遊”活動，以來澳籌辦/參與比賽或觀看體育賽事為目的的公司/機構/團體，需提交其公司/機構/團體之簡介及具法律約束性之公司/機構/團體註冊文件（營業執照或政府發出之證明書）；如以參賽者身份參與體育比賽則需提交其活動之參賽及酒店住宿證明，而以觀眾身份觀看體育賽事則需提交其活動之門票及酒店住宿證明，以及完整的名單。

For the “Sports Travel” activities, Company/Entity/Organization aiming to come to Macao to organize/to compete or to watch a sports event, a brief profile and legal documents of a registration of the Company/Entity/Organization must be submitted (such as a Business License or a Government certification); or proof of participation in a sports event as a contestant and hotel booking confirmation; or proof of ticket purchase of a sports event, hotel booking confirmation and full name list.

4.1.7. 如活動策劃人非申請者，需提供由策劃人發出的委託信以證明申請者於該活動中之身份及角色，同時信中須註明已知悉有關申請者為是次申請之唯一實體，並授權其代處理於本澳活動之相關安排及收取有關支持（如適用）。

If the Applicant is not the Event Planner, an official appointment letter issued by the Event Planner must be submitted to identify the Applicant’s identity and role in the activity. The Event Planner must acknowledge the Applicant as the only entity to apply for the program, to handle the arrangements of related activities in Macao, and to receive related support from MGTO (if applicable).

4.2 活動報告：

Event report:

活動完成後7個工作天內，申請者必須向澳門旅遊局遞交活動報告，其中應包括活動報告範本中提到的資訊及活動照片。

Upon completion of the event, the Applicant is required to submit an event report which shall include the information mentioned in the event report template and photos of the event, to MGTO within 7 working days after the completion of the event.

5. 應遵事項：

TERMS TO COMPLY:

有意申請者，可向澳門旅遊局或旅遊局駐外代表直接接洽。

Any interested party may contact MGTO Macao or any of the MGTO’s overseas representatives directly for application.

5.1. 有關申請表必須連同本計劃第 4.1 項“資料及文件遞交 - 申請”中所指之相關文件，**於活動舉辦首日前最少 15 個工作天**完整地遞交到澳門旅遊局或旅遊局駐外代表。Any application, together with all respective supporting documents mentioned in Point 4.1 of the Program - “Submission of Information & Documents – Application” must be duly completely and submitted to MGTO Macao or any of the MGTO’s overseas representatives, **at least 15 working days prior to the first day of the event.**

5.2. 當收到有關申請及所有相關文件及資料後，旅遊局將對活動之潛力、效益及重要性進行評估。如所有文件及資料均符合本計劃之條款及細則，且旅遊局對有關申請之評估視為可行，將根據申請者所提交之資料草擬文件以進行相關行政程序及預算申請。當獲批核後，申請者將獲本局書面通知有關支持之詳細內容。



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Upon receipt of the application form and all supporting documents, MGTO will evaluate the event's potential, its benefits and importance to Macao. Should the submitted documents and information fulfill the terms and conditions of this Program and MGTO's evaluation, MGTO will prepare the relevant documents in accordance to the information provided by the Applicant for further administrative process and budget application. When the approval is granted, MGTO will inform the Applicant by means of written notification with details of the related support.

- 5.3. 申請者有義務和責任向旅遊局提供活動所需資料，並允許及協助旅遊局職員到場跟進及視察有關申請活動之進行情況。

The Applicant is obliged to provide MGTO with relevant information of the event as well as to assist MGTO staff to conduct site inspection during the activity for assessment.

- 5.4. 申請者必須連同本計劃之第 4.2 項“資料及文件遞交 – 活動報告”中所指之相關文件，於活動完成後 7 個工作天內完整遞交到澳門旅遊局或旅遊局駐外代表。

The respective supporting documents mentioned in Point 4.2 in the Program - “Submission of Information & Documents – Event Report” must be submitted to MGTO Macao or any of the MGTO's overseas representatives, **within 7 working days after the completion of the event.**

其他備註：

Other Remarks:

1. 任何沒有依照上述要求遞交之申請，將自動被視為不合資格論，旅遊局將不作另行通知。

Any application which fails to comply with the above requirements will automatically be disqualified without prior notice from MGTO.

2. 請確保所有活動資料(包括活動名稱、活動日期、活動持有人 / 機構及申請者之名稱)在所有申請文件中的一致性；

Please ensure the consistency of the event details (including the event name, event date, names of event planner and applicant) in all required documents;

3. 申請單位所提交予本局之相片、文字、圖檔及數據，將被視為授權予本局作刊登於網頁、宣傳推廣、刊物、展示、刊登、年報、統計或研究之用；

All photos, texts, drawings and data submitted by the applicant is deemed to authorize MGTO for publication on the website, for promotion, advertisement, display, publication, annual report, statistics or research purposes.

4. 如就“旅遊激勵計劃”存有任何疑問，請向澳門旅遊局或旅遊局駐外代表直接查詢。
For any enquiry regarding “Travel Stimulation Program”, please contact MGTO Macao or any MGTO's overseas representatives directly.



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聯絡方式:

Contact Details:

<p>旅遊局 - 旅遊產品及活動廳 商務旅遊及活動處 地址：澳門宋玉生廣場 335-341 號獲多利大廈 9 樓； 電郵地址：dtne@macaotourism.gov.mo； 電話：(853) 8397-1037 / 8397-1015 / 8397-1029 / 8397-1065</p>	<p>MGTO - Tourism Product and Events Department Business Tourism and Events Division Address: Alameda Dr. Carlos d'Assumpção, n.ºs 335-341, Edf. "Hot Line", 9th floor, Macao; Email : dtne@macaotourism.gov.mo ; Tel : (853) 8397-1037 / 8397-1015 / 8397-1029 / 8397-1065</p>
<p>旅遊局駐外代表聯絡資料： https://www.macaotourism.gov.mo/zh-hant/travelessential/useful-info/mgto-representatives</p>	<p>Contacts of MGTO Representatives : https://www.macaotourism.gov.mo/en/travelessential/useful-info/mgto-representatives</p>