



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

吉祥物巡禮

1. 活動目的：為加強“旅遊+”跨界合作，讓本澳市民及來澳旅客共同體驗精彩活動的歡樂氣氛，並將續設“吉祥物巡禮”，推廣澳門多元化的旅遊元素。
2. 活動內容：“吉祥物巡禮”組別將以服飾及道具展示活動主題“智遊澳門”到達終點議事亭前地，爭奪冠、亞、季軍。比賽開始前，設有團體大合照，比賽結束後於議事亭前地舞台舉行頒獎典禮。
3. 參與對象：政府部門或私人機構的吉祥物。
4. 活動起點及終點：玫瑰堂前地至議事亭前地
5. 比賽日期及時間：2026 年 9 月 27 日（星期日）約 13:00 至 17:50（詳見程序表）
6. 巡禮評審準則：總分 100%，比例如下：
 - (1) 服飾或道具（50%）：與活動主題“智遊澳門”的匹配度；
 - (2) 主題展示（50%）：圍繞活動主題“智遊澳門”，通過動作呈現，營造積極活力的現場表現。



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Mascots Parade

1. Activity Purpose: The “Mascots Parade” will be held to showcase Macao’s diverse tourism elements and to promote “Tourism+” cross-sector collaboration, allowing both local residents and visitors to personally experience the joyful atmosphere.
2. Activity Details: The participants in the “Mascots Parade” category will showcase the event theme “Smart Tour Macao” through costumes and props as they proceed to the finish point at Senado Square, competing for the titles of Champion, 1st runner up and 2nd runner up prizes. A group photo will be taken before the competition begins, followed by an award ceremony on the stage at Senado Square after the parade concludes.
3. Participants: Mascots from government departments or private organizations.
4. Start and Finish Points: From Rua de S. Domingos to Senado Square.
5. Event Date and Time: 27 September, 2026 (Sunday), approximately from 13:00 to 17:50. (Please refer to the program)
6. Judging Criteria: Total score is 100%, breakdown as follows:
 - (1) Costume or props (50%): Relevance to the event theme “Smart Tour Macao”
 - (2) Theme Presentation (50%): Focusing on the event theme “Smart Tour Macao” convey dynamic movements that create a vibrant and energetic on-site presence.