



澳门特别行政区政府
Governo da Região Administrativa Especial de Macau
旅游局
Direcção dos Serviços de Turismo

“旅游激励计划”

“TRAVEL STIMULATION PROGRAM”

详情细则

PROGRAM OUTLINE

2021年5月1日起生效

Effective from 1st May 2021



澳门特别行政区政府
Governo da Região Administrativa Especial de Macau
旅游局
Direcção dos Serviços de Turismo

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1. 计划基本数据：

GENERAL INFORMATION OF THE PROGRAM：

1.1 目的

Purpose

扩大现有的“旅游激励计划”适用范围，提升参与商务及体育旅游旅客来澳筹办活动的吸引力，并增加鼓励商务及体育旅游旅客深入小区的体验活动，激活小区经济发展。

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 对象

Beneficiary

于澳门筹办“奖励旅游 / 婚礼旅游 / 学生旅游 / 体育旅游”活动的主办单位 / 策划者、新娘 / 新郎、学校 / 学院 / 大学或指定委托申请者 / 机构（以下简称“申请者”）。

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 适用范围

Scope

1.3.1 已确定的“奖励旅游 / 婚礼旅游 / 学生旅游 / 体育旅游”活动；
Confirmed “Incentive Travel/Wedding Travel/Student Travel/Sports Travel” activities;

1.3.2 合资格的活动可以是以下其一：
Qualified activities can be one of the below:

1.3.2.1 奖励旅游：来澳以筹办奖励活动或团队建立活动为目的的/公司/机构/团体；
Incentive Travel: Company/Entity/Organization aiming to come to Macao to organize an incentive event or team building activity ;

1.3.2.2 婚礼旅游：来澳以筹办婚礼活动为目的的新郎/新娘或公司/机构；
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 学生旅游：来澳以筹办学生或教学相关活动为目的的学校/学院/大学/公司/机构/团体；
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 体育旅游：
(a) 来澳以筹办体育赛事为目的的公司/机构/团体；
(b) 来澳以参赛者身份参与体育比赛的的公司/机构/团体；
(c) 来澳以观众身份观看体育赛事为目的的公司/机构/团体；
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 受惠资格 Eligibility

于澳门进行“奖励旅游 / 婚礼旅游 / 学生旅游 / 体育旅游”活动规模须达 25 名非澳门参加者或以上，并在澳门最少连续住宿 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. 支持类别： SUPPORT CATEGORY：

2.1 支持项目： Support Items：

参加者人数 Number of Participants	支持类别 Support Category
25 - 39	(A) 旅游资料 + (B) 纪念品 (A) Tourist information kit + (B) Souvenir
40 - 100	(A) 旅游资料 + (B) 纪念品 + (C) 感受澳门半天游* (A) Tourist information kit + (B) Souvenir + (C) Experience Macao half-day tour*



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参加者人数 Number of Participants	支持类别 Support Category
101 - 300	<p>(A) 旅游数据 + (B) 纪念品 + 以下项目任选一： (C) 感受澳门半天游* 或 (D) 澳门旅游产品门票* 或 (E) 文化体验* 或 (F) 澳门旅游吉祥物“麦麦”人偶扮相* (G1) 美食体验半天游</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>选择一： (A) 旅游资料 + (B) 纪念品 + (F) 澳门旅游吉祥物“麦麦”人偶扮相 + 以下项目任选一： (C) 感受澳门半天游* 或 (D) 澳门旅游产品门票* 或 (E) 文化体验*</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>选择二： (A) 旅游资料 + (B) 纪念品 + (G2) 本地特色美食制作体验*</p> <p>Option 2: (A) Tourist information kit + (B) Souvenir + (G2) Local specialty food making experience*</p>

* 合资格的申请者可于“旅游激励计划”申请表格之附录表内的 C、D、E、F 或 G 项目中选取合适的项目。

* 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：

与各政府部门及学校/大学/学院的联系及协调（注：相关安排须就有关政府部门及学校/学院/大学的可行性或审批而定）；

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. 条款及细则：

TERMS AND CONDITIONS：

3.1 符合“旅游激励计划”（以下简称“计划”）之申请者必须遵守下列条款及细则：

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

3.2 有关计划只适用于已确定之“奖励旅游 / 婚礼旅游 / 学生旅游 / 体育旅游”活动，而有关申请者必须向本局提交其活动之书面协议或合同，及其订金保证收据以证明其活动之真确性；如以参赛者身份参与体育比赛则需提交其活动之参赛及酒店住宿证明，而以观众身份观看体育赛事则需提交其活动之门票及酒店住宿证明，以及完整包括所有出席人士的名单。

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 申请支持的项目，其所采用之服务供货商，必须为本澳合法经营之场所，或为澳门合法注册之公司。

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

3.4 此项计划之所有要求、条款及细则，若有任何变动，恕不另行通知。旅游局免除因第三者的产品或服务引致争议之任何责任。

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 以上各项批给均需要符合由澳门特别行政区政府旅游局所修订之条款及细则，旅游局拥有执行是项计划之最终解释权及决定权。

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. 数据及文件递交：

SUBMISSION OF INFORMATION & DOCUMENTS :

4.1 申请：

Application:

申请者必须于活动举办首日前最少 15 个工作天前向澳门旅游局或旅游局驻外代表递交指定申请表、下列文件及活动数据：

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. 完整填写的申请表；

Complete Application Form;

4.1.2. 为有关“奖励旅游 / 婚礼旅游 / 学生旅游 / 体育旅游”活动已签署之书面合约及相关服务供应者发出之活动订金收据证明（如住宿及“奖励旅游 / 婚礼旅游 / 学生旅游 / 体育旅游”活动项目），并须提供服务供货商之澳门营业税一征税凭单；

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. 属“奖励旅游”活动，活动策划人及申请者需提交其公司简介及具法律约束性之公司注册文件（营业执照或政府发出之证书）；

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. 属“婚礼旅游”活动，需提交新娘及新郎的合法婚姻登记证明（副本）以及包括所有活动出席人士的名单；

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. 属“学生旅游”活动，需提交由活动策划人/机构发出的确定非澳门参加者名单并以机构/学校/学院/大学信笺编印及需盖有其印章(如适用)及授权签名；学生之名单须注明学生就读级别/年龄；

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. 属“体育旅游”活动，以来澳筹办/参与比赛或观看体育赛事为目的的公司/机构/团体，需提交其公司/机构/团体之简介及其法律约束性之公司/机构/团体注册文件（营业执照或政府发出之证明书）；如以参赛者身份参与体育比赛则需提交其活动之参赛及酒店住宿证明，而以观众身份观看体育赛事则需提交其活动之门票及酒店住宿证明，以及完整的名单。

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. 如活动策划人非申请者，需提供由策划人发出的委托信以证明申请者于该活动中之身份及角色，同时信中须注明已知悉有关申请者为是次申请之唯一实体，并授权其代处理于本澳活动之相关安排及收取有关支持（如适用）。

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 活动报告：

Event report:

活动结束后7个工作日内，申请者必须向澳门旅游局递交活动报告，其中应包括活动报告模板中提到的信息及活动照片。

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. 应遵事项：

TERMS TO COMPLY:

有意申请者，可向澳门旅游局或旅游局驻外代表直接接洽。

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

5.1. 有关申请表必须连同本计划第4.1项“数据及文件递交－申请”中所指之相关文件，于活动举办首日前最少15个工作日完整地递交到澳门旅游局或旅游局驻外代表。

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. 当收到有关申请及所有相关文件及资料后，旅游局将对活动之潜力、效益及重要性进行评估。如所有文件及资料均符合本计划之条款及细则，且旅游局对有关申请之评估视为可行，将根据申请者所提交之资料草拟文件以进行相关行政程序及预算申请。当获批核后，申请者将获本局书面通知有关支持之详细内容。



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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. 申请者有义务和责任向旅游局提供活动所需数据，并允许及协助旅游局职员到场跟进及视察有关申请活动之进行情况。

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. 申请者必须连同本计划之第 4.2 项“数据及文件递交 – 活动报告”中所指之相关文件，于活动结束后 7 个工作日内完整递交到澳门旅游局或旅游局驻外代表。

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.**

其他备注：

Other Remarks:

1. 任何没有依照上述要求递交之申请，将自动被视为不合资格论，旅游局将不作另行通知。

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

2. 请确保所有活动数据(包括活动名称、活动日期、活动持有人 / 机构及申请者之名称)在所有申请文件中的一致性；

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. 申请单位所提交予本局之相片、文字、图文件及数据，将被视为授权予本局作刊登于网页、宣传推广、刊物、展示、刊登、年报、统计或研究之用；

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“旅游激励计划”存有任何疑问，请向澳门旅游局或旅游局驻外代表直接查询。

For any enquiry regarding “Travel Stimulation Program”, please contact MGTO Macao or any MGTO's overseas representatives directly.



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联络方式:

Contact Details:

<p>旅游局 - 旅游产品及活动厅 商务旅游及活动处 地址：澳门宋玉生广场 335-341 号获多利大厦 9 楼； 电邮地址：dtne@macaotourism.gov.mo； 电话：(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, Edif. "Hot Line", 9th floor, Macao; Email: dtne@macaotourism.gov.mo ; Tel : (853) 8397-1037 / 8397-1015 / 8397-1029 / 8397-1065</p>
<p>旅游局驻外代表联络资料： http://zh.macaotourism.gov.mo/main/contactus_mgto_representation.php</p>	<p>Contacts of MGTO Representatives : http://en.macaotourism.gov.mo/main/contactus_mgto_representation.php</p>