



MACAU GOVERNMENT TOURIST OFFICE

MGTO LAUNCHES ITS FIRST WALKING TOUR APP FOR iOS

- Explore more of Macau and interact while on the move -

21st February 2014 – The Macau Government Tourist Office (MGTO) has launched an iOS app designed to complement four recently created walking tours that take visitors off the beaten tourist trail. The new app, titled ‘Step Out, Macau’, allows users to explore the walking tours in greater detail, while on the move, to give a greater travel experience.

Available to download for free from the iTunes Store (<https://itunes.apple.com/us/app/lun-qu-xing-shang-step-out/id775613890?mt=8>) and via the MGTO website (www.macautourism.gov.mo), the app includes maps and videos of the four walking routes as well as further detailed information on key tourist sites, transport links and stop off points to savour local cuisines. Other functions include real time directions while en route, the option to share details of your walk seamlessly through social network platforms such as Facebook and Twitter, and picture functions to capture your discoveries using different frames and backgrounds.

The four walking tours, titled ‘*Step Out, Experience Macau’s Communities*’, are each themed to take in a different aspect of Macau: ‘*A Tour of Historical Trails*’, ‘*A Tour of Nature and Creativity*’, ‘*A Tour of East meets West*’ and ‘*A Tour of Arts and Culture*’. Intended to be leisurely strolls, the shortest of the four walks takes approximately 90 minutes to complete while the longest takes approximately 130 minutes to complete.

MGTO is also currently designing further walking tours, including an island tour, as well as an Android version of the app to be made available soon.

-Ends-

About Macau:

Just 40 miles from Hong Kong, Macau is located on China’s south coast and boasts a unique Portuguese-Chinese heritage that makes it like nowhere else in the world. It might be small but Macau packs a lot into its 11 square miles with an abundance of historical buildings, superb food, beaches, gardens, museums, spas, shopping malls, dazzling shows, and activities ranging from golf

and hiking to bungee jumping. A Special Administrative Region of China since 1999, Macau blends the best of the past with new and exciting tourism attractions.

www.macautourism.gov.mo

About the Macau Government Tourist Office:

The Macau Government Tourist Office is the tourism development arm of the government of the Macau SAR (Special Administrative Region) dedicated to promoting Macau as a preferred destination and co-ordinating related activities and services within the local tourism industry.

For media information and images, please contact Lucy Mayes at Hume Whitehead: lucy@humewhitehead.co.uk / 0845 498 9987.