



MACAO GOVERNMENT TOURISM OFFICE

## MACAO GETS READY TO HOST THE 40<sup>TH</sup> ANNIVERSARY OF PATA TRAVEL MART

*Asia-Pacific's premier travel trade show takes place next month in one of the region's most exciting destinations*



**21<sup>st</sup> August 2017** – [Macao](#) is gearing up to host PATA Travel Mart, Asia-Pacific's premier travel trade show, from 13<sup>th</sup> to 15<sup>th</sup> September 2017. This prestigious event, which will be held at The Venetian Macao, will be celebrating its 40<sup>th</sup> anniversary with an exciting business programme as well as giving delegates the chance to get to know Macao through a programme of pre- and post- event tours.

[PATA Travel Mart](#) enables travel and tourism organisations to access decision makers, contract new business, cement existing partnerships and expand their networks in the Asia-Pacific region, considered one of the most dynamic travel marketplaces in the world. In addition to business sessions, networking and social events, forums and seminars will cover subjects from Redefining the Travel Experience to The Most Effective Influencer Marketing Strategies. The PATA Gold Awards Ceremony will celebrate 28 organisations and individuals who have made outstanding contributions to the industry.

Delegates can choose between two complimentary half-day tours before PATA Travel Mart begins. "Macao Heritage" will showcase the stunning architecture and streetscapes within the UNESCO World Heritage-listed Historic Centre of Macao, including the iconic Ruins of St. Paul's (Macao's most famous landmark), the ancient A-Ma Temple and Senado Square, the city's urban centre.

The second tour focuses on Macao's southern islands of Taipa and Coloane. Delegates will be able to discover Taipa Village – a traditional area of narrow streets, temples and squares – and Macao's southern countryside featuring green hills, beach-lined bays and Giant Panda Pavilion, where baby twin pandas were born last year. A further choice of post event tours is available on Saturday 16<sup>th</sup> September, ensuring delegates have plenty of opportunities to discover this fascinating destination's nearby regions.

MGTO Director Maria Helena de Senna Fernandes said “For decades, PATA has been an inspiration and a valuable platform for Macao’s tourism industry development and it is a privilege for our city to host the 40<sup>th</sup> edition of the Association’s signature event.”

Information about registering as a non-hosted buyer may be found here:

[http://www.patatravelmart.com/registration/buyer\\_reg.php](http://www.patatravelmart.com/registration/buyer_reg.php)

PATA Travel Mart is one of the major travel trade events that Macao is hosting throughout 2017. The 5<sup>th</sup> Macao International Travel (Industry) Expo took place last month and the Global Tourism Economy Forum 2017 takes place from 16-17 October.

Situated 40 miles from Hong Kong across the Pearl River Delta, and easily accessible by fast ferry in just over an hour, Macao is one of Asia’s most intriguing destinations. Featuring world-class meeting and event facilities together with a unique Portuguese-Chinese heritage and endless entertainment options, Macao is firmly on the map as one of the most exciting destinations in the Far East.

**-ENDS-**

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**About Macao:**

A Special Administrative Region of China since 1999, Macao blends the best of east and west, old and new and is one of Asia’s most intriguing destinations. Located just 40 miles from Hong Kong on China’s south coast, it offers a world class hotel, restaurant, shopping and entertainment scene, whilst retaining its unique Portuguese-Chinese culture in its UNESCO World Heritage listed architecture, colourful events and fusion cuisine. Chosen as one of Lonely Planet’s top 10 regions for travel in 2015, Macao packs a lot into its 11 square miles and makes the perfect addition to a Far East holiday or stopover en route “Down Under”.

**About the Macao Government Tourism Office:**

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

[www.macaotourism.gov.mo](http://www.macaotourism.gov.mo)