

SURVEY FINDINGS

High Spending Gamers Support Tourism in Macau during COVID-19

Macau, May 25, 2020: The COVID-19 pandemic greatly impacted the tourism in Macau. On average, the recent number of visitors travelling across Macau border has been kept under a thousand, which is a huge contrast to the scenario before the pandemic, where hundred thousands of tourists come and go daily.

To keep monitoring the local tourism market, **MRC Macau Research Centre** interviewed 103 tourists in form of face-to-face questionnaire from March to May 2020.

Most of the interviewed visitors (93%) came from Mainland China. Currently, passengers who return to China have to stay 14 days for medical observation, which results in a high opportunity cost of staying in Macau for a short period. The results of the survey indicated that tourists to Macau stay relatively longer time with 6.7 days on average, in which nearly 60% (59%) stayed for 5 days or more.

Regarding their travel purposes, nearly three-fifths (59%) visited Macau mainly for gaming, followed by shopping (14%) and vacation (14%). Majority had actually gamed (87%) and shopped (80%) in this trip to Macau.

They are experienced repeated visitors. On average, they visited Macau for 5.8 times in the past 12 months.

Their lengthy stay in Macau contributes to their high consumption amount. Their per capita consumption in this trip to Macau was MOP 45,539 exclude gaming spending. Analyzed by items, on average MOP 15,523 was spent on food and beverage, MOP 23,550 was spent on shopping, MOP 5195 was spent on accommodations and MOP 1,271 was spent on other categories. Regarding their gaming budget, the average amount was MOP 87,000, and the range was from MOP 1,000 to MOP 500,000.

Visitors were generally satisfied with their trip in Macau. More than two-thirds (71%) rated 8 or higher in a 10 point scale. Although more than a fifth (22%) of tourists believed the quarantine at the border brought inconvenience to them, many visitors appreciated epidemic prevention made Macau a safe city to travel (19%). Besides, Macau also maintained a high service standard (18%). In addition, shops in Macau have recently carried out price reduction, and the wide variety of shopping (14%) have given visitors good experiences

Mr. Derek Yu, Research Director of **MRC** commented that the findings shows a group of high spending visitors are loyal to Macau. As there are lack of similar destinations of leisure and entertainment in the region, some of them still decide to visit Macau during the pandemic. Compared with mass market, the consumption of these customers may be less affected by the economic and social environment. Therefore, enterprises should identify the high value segments and maintain close relationship with these customers, which could offer a buffer to their business during downturn periods.

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