

FOR IMMEDIATE RELEASE

Macau becomes the “Preferred Destination” of European Travel Agents and Tour Operators for 2025

The European Travel Agents' and Tour Operators' Association (ECTAA) and the Macau Government Tourism Office (MGTO) agreed today to make Macau ECTAA's preferred destination in 2025. ECTAA will help promoting Macau as a unique travel destination to ECTAA members and beyond.

Macao. 26 April 2024. With its stunning blend of Portuguese and Chinese culture, world-class resorts, and vibrant nightlife, Macau offers a unique experience for travellers seeking adventure and luxury. Its status as a UNESCO World Heritage site also adds to its allure, attracting history enthusiasts from around the globe. Good arguments are a many to convince European travellers to come in Macau.

Today during the 12th edition of the Macao International Travel Expo, ECTAA and MGTO formally announced an agreement to make Macau the preferred destination of the European Travel Agents and Tour Operators in 2025. This agreement foresees several communication and networking activities helping Macau, the organisation of the 130th semi-annual meeting of ECTAA in Macau next year to further elevate the destination's profile and captivate the European travel industry.

In a speech at the occasion, MGTO Director Maria Helena Senna Fernandes highlighted: “strengthening connections with overseas travel trade as well as international tourism organizations to achieve Macao tourism development is an important part of the mandate of this Office. I am looking forward working with ECTAA and APAVT to make this exceptional collaboration a success.”

Supporter and contributor to the agreement, Pedro Costa Ferreira, the President of APAVT, remarked: “Macau has been, for the Portuguese market and APAVT itself, a major gateway to the whole of China. We are glad to see that ECTAA can become a gateway to the entire European source market for Macau”.

Finally, Heli Mäki-Frän̄ti, the Vice President of ECTAA, concluded: “as ECTAA Preferred Destination 2025, the Macau Government Tourism Office will be able to present the extensive offerings of the country to about 80.000 European travel professionals, encouraging them to consider Macau as an exceptional choice for their clientele. We are sure that the Preferred Destination Programme will result in better and stronger relations between Macau incoming agents and our members.”

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About ECTAA

ECTAA represents the interests of 80,000 travel agents and tour operators in Europe, which provide consultancy and sell transport, accommodation, leisure and other tourism services as well as combined products to leisure and business customers.

For media inquiries, please contact: Eric Drésin: edresin@ectaa.eu