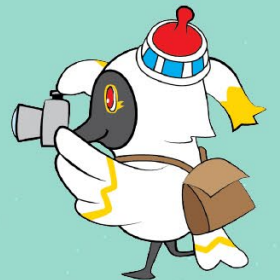


Macao Tourism Branding and Media Effectiveness Evaluation of Mega Events(2019)

- Parade for Celebration of the Year of the Pig
- 30th Macao International Fireworks Display Contest
- 4th International Film Festival & Awards · Macao
- Macao Light Festival 2019
- Final Report of Macao Tourism Branding (2019)

(Summary)



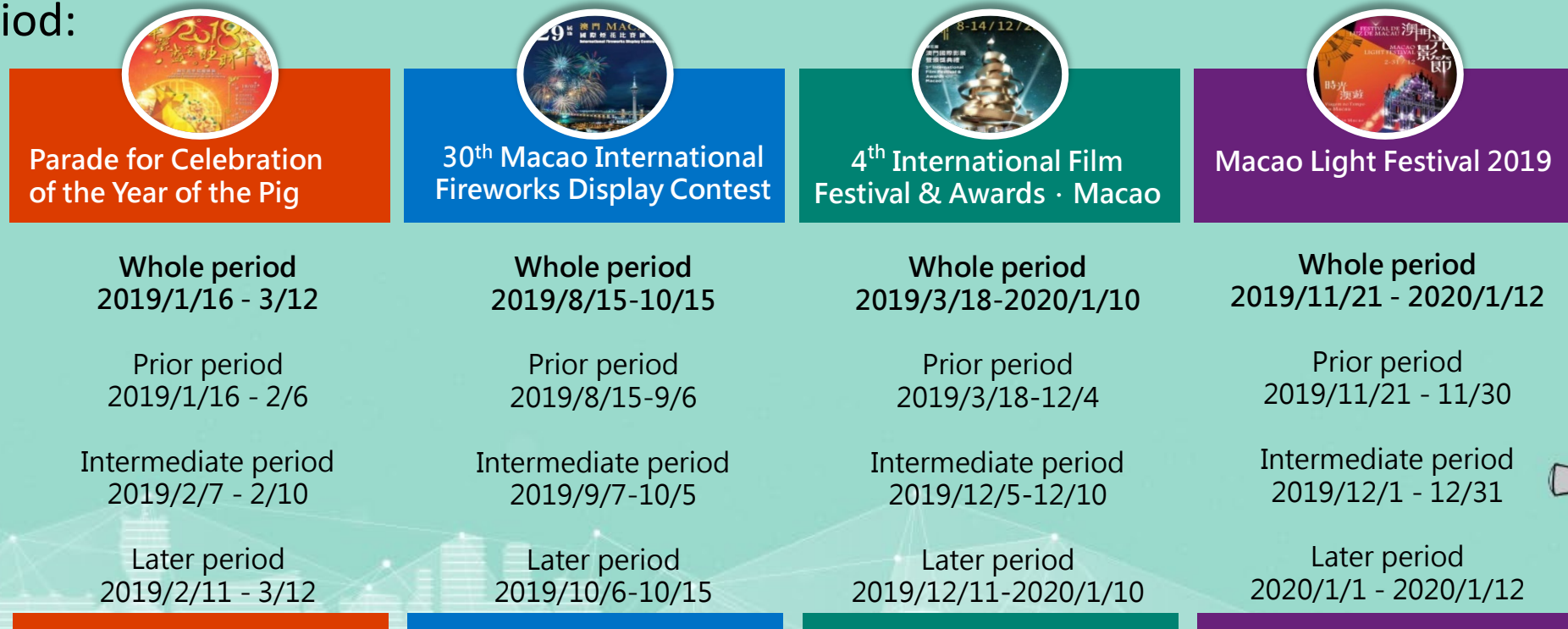
Media Effectiveness Evaluation of Four Mega Events(2019)

Methodology: Web/media data mining

Monitoring media: Traditional media(Print media and online media) 、 Social media (including Facebook, YouTube, Twitter, Instagram, Forum, Weibo, WeChat, blog and other social media etc.), Online Travel Agencies (OTAs)

Monitoring: Greater China regions (Mainland China, Taiwan Region, Hong Kong and Macao), and non-Greater China regions (including the regions that there are MSAR delegations / MGTO representatives)

Monitoring period:



Parade for Celebration of the Year of the Pig

Traditional media (2019/1/16-2019/3/12)

- Traditional media published 1,051 relevant articles, of which 247 were from print media and 804 were from online media; and 876 were from Greater China region, 175 were from non-Greater China region.

Social media (2019/1/16-2019/3/12)

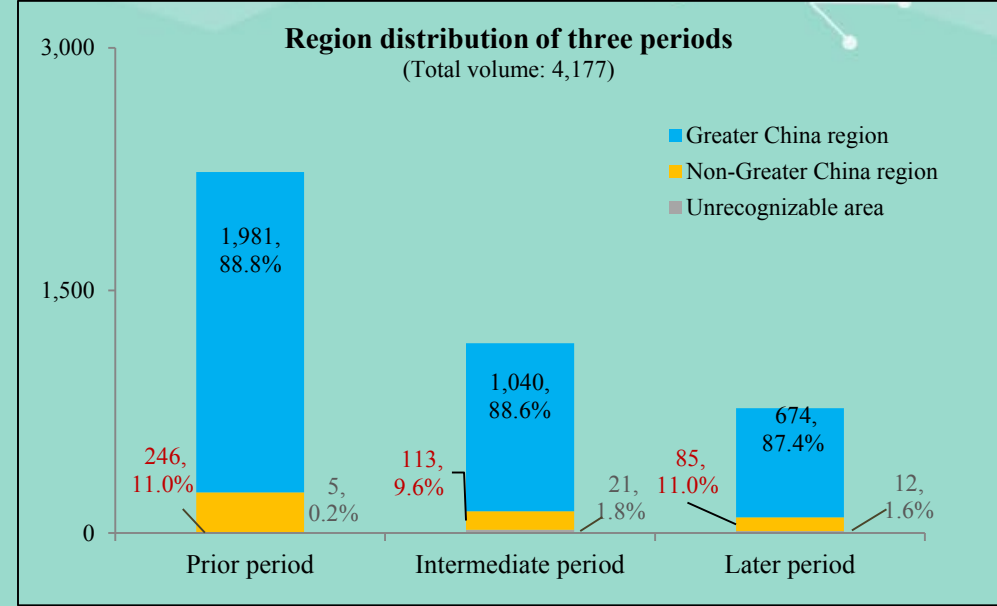
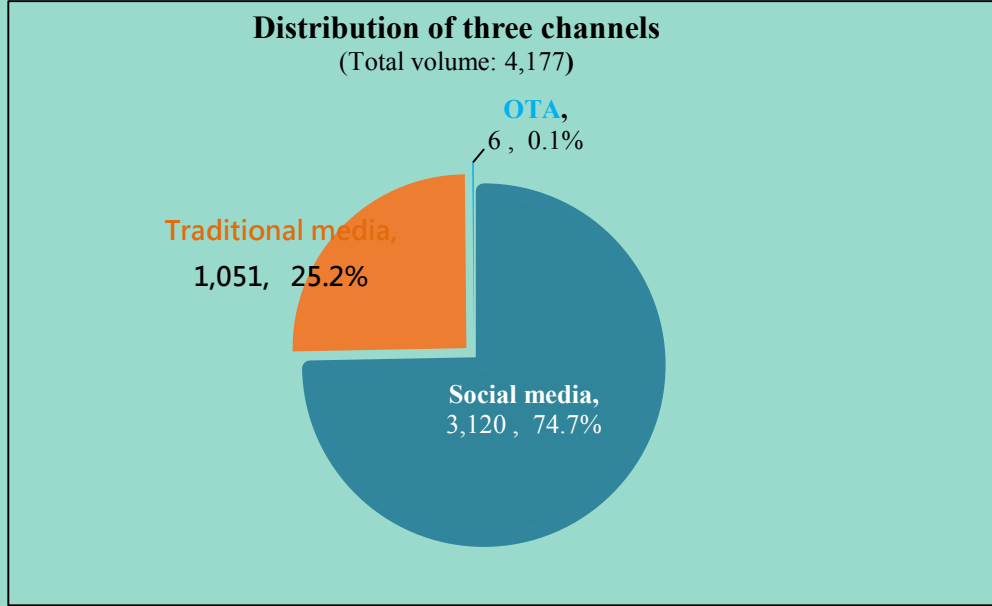
- There were 3,120 related posts on social media, among which Facebook 1,972, Instagram 496, Weibo 196, WeChat 160, Forum 137, Twitter 115, YouTube 35, blog 5 and VKontakte 4.
- By region, there were 2,814 in Greater China region and 268 in non-Greater China region and 38 in unrecognizable area.

OTA (2019/1/16-2019/3/12)

- There were 6 related articles on OTA, among which 5 were from Greater China region and 1 was from non-Greater China region.



Parade for Celebration of the Year of the Pig



	Total volume	Engagement	Satisfaction Level	Awareness Level
Prior period	2,232	593,135	75.9	94.0
Intermediate period	1,174	292,524	78.8	91.1
Later Period	771	54,397	75.7	93.1
Whole period	4,177	940,056	77.1	93.0



30th Macao International Fireworks Display Contest

Traditional media (2019/8/15-2019/10/15)

- Traditional media published 2,393 relevant articles, of which 554 were from print media and 1,839 were from online media; of which 2,314 were from Greater China region and 79 were from non-Greater China region.

Social media (2019/8/15-2019/10/15)

- There were 29,707 related posts on social media, among which Facebook 15,671, Weibo 7,905, WeChat 2,410, Instagram 1,194, Twitter 1,186, Forum 716, YouTube 558, Xiaohongshu 40, blog 22, and VKontakte 5.
- By region, there were 27,609 in Greater China and 1,267 in non-Greater China and 831 in unrecognizable area.

OTA (2019/8/15-2019/10/15)

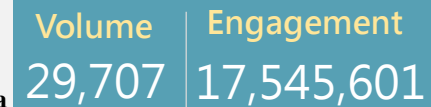
- There were 109 related articles on OTA, among which 107 were from Greater China and 2 were from non-Greater China.



Traditional media



Social media

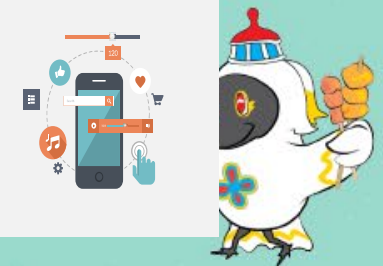


OTA

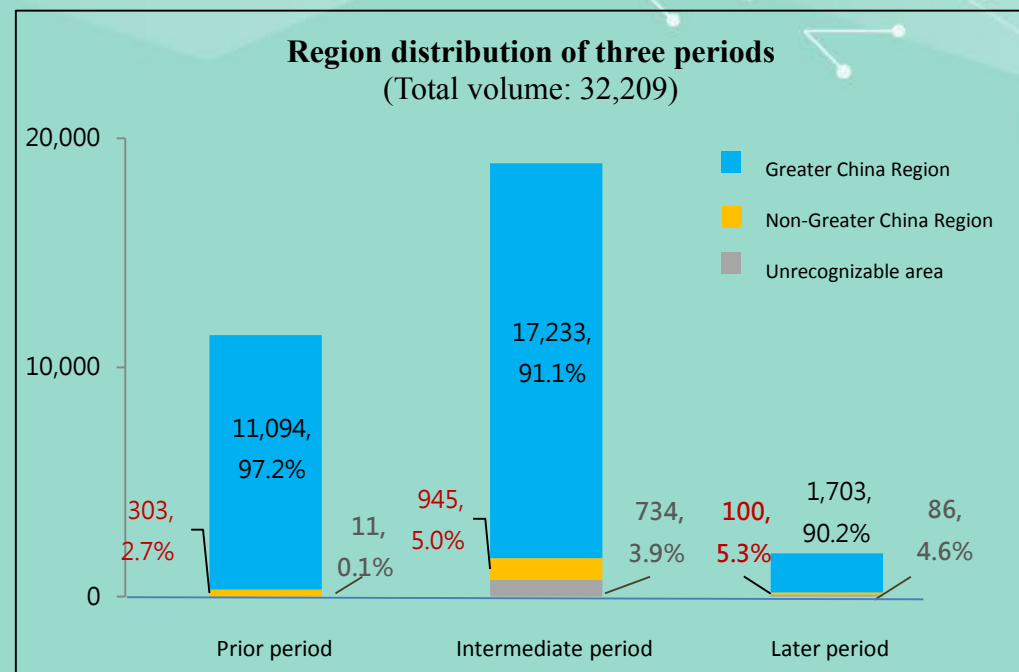
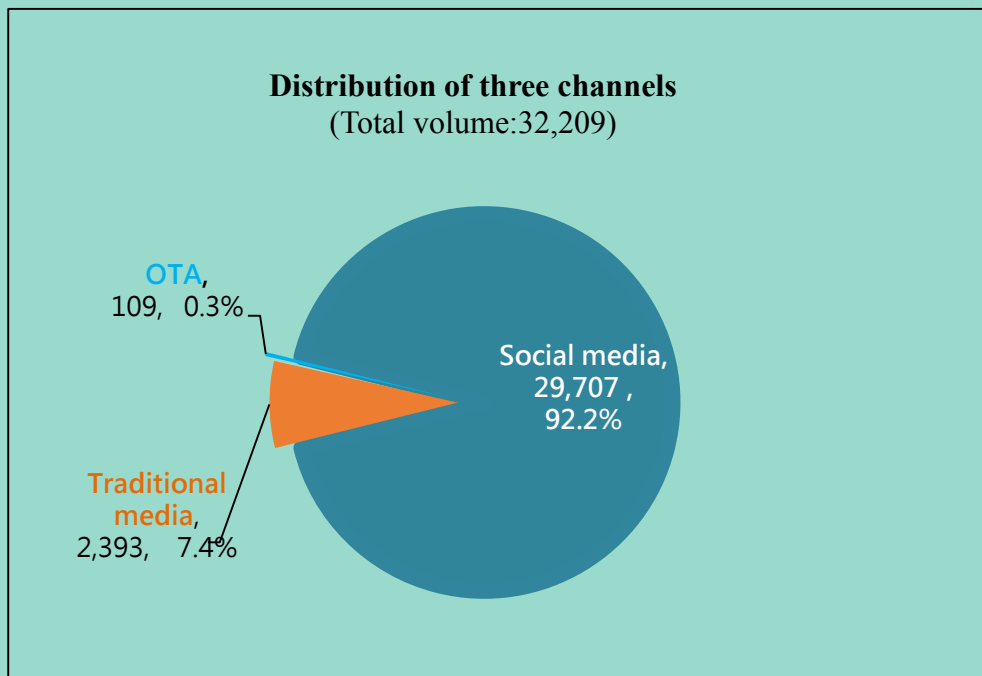


Total volume

32,209



30th Macao International Fireworks Display Contest



	Total volume	Engagement	Satisfaction Level	Awareness Level
Prior period	11,408	3,008,720	80.2	98.2
Intermediate period	18,912	14,285,870	81.0	94.8
Later period	1,889	251,011	76.9	92.2
Whole period	32,209	17,545,601	80.7	95.9



4th International Film Festival & Awards · Macao

Traditional media (2019/3/18-2020/1/10)

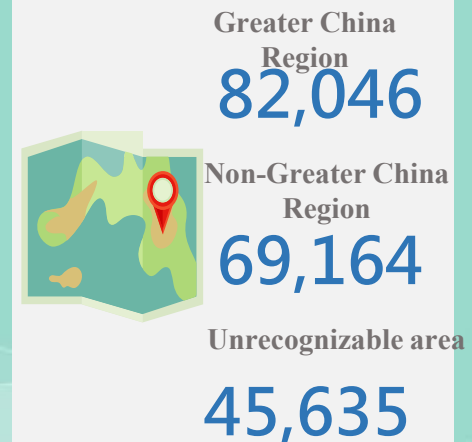
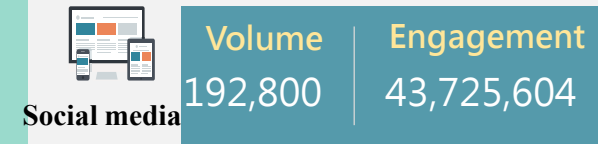
- Traditional media published 4,034 relevant articles, of which 801 were from print media and 3,233 were from online media; of which 3,351 were from Greater China region and 683 were from non-Greater China region.

Social media (2019/3/18-2020/1/10)

- There were 192,800 related posts on social media, among which Twitter 76,881, Weibo, 73,884, Instagram 38,740, Facebook 2,334, WeChat 381, YouTube 341, Forum 212, blog 18, Vkontakte 9.
- By region, there were 78,688 in Greater China, 68,477 in non-Greater China and 45,635 in unrecognizable area.

OTA (2019/3/18-2020/1/10)

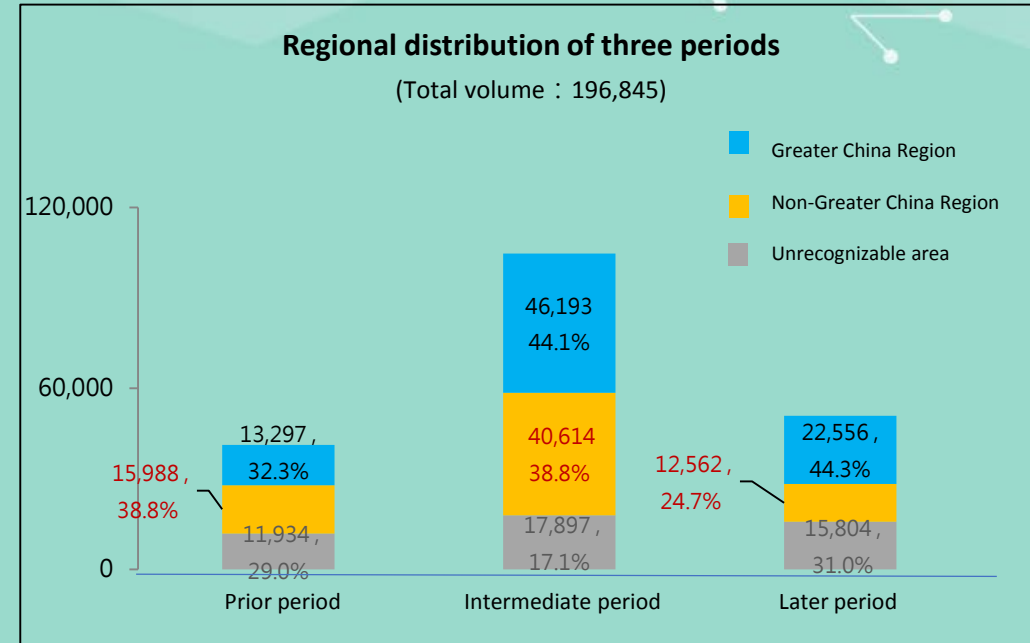
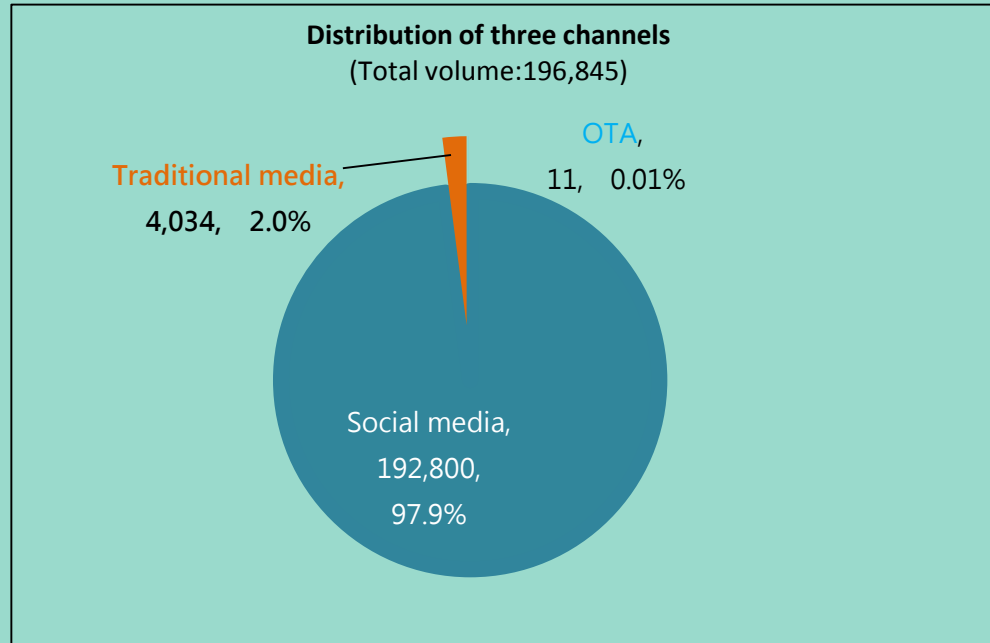
- There were 11 related articles on OTA, among which 7 were from Greater China and 4 were from non-Greater China.



Total volume
196,845



4th International Film Festival & Awards · Macao



	Total volume	Engagement	Satisfaction Level	Awareness Level
Prior period	41,219	3,762,772	82.1	95.3
Intermediate period	104,704	33,238,774	78.5	98.4
Later period	50,922	6,724,058	79.9	99.6
Whole period	196,845	43,725,604	81.8	98.1



Macao Light Festival 2019

Traditional media (2019/11/21-2020/1/12)

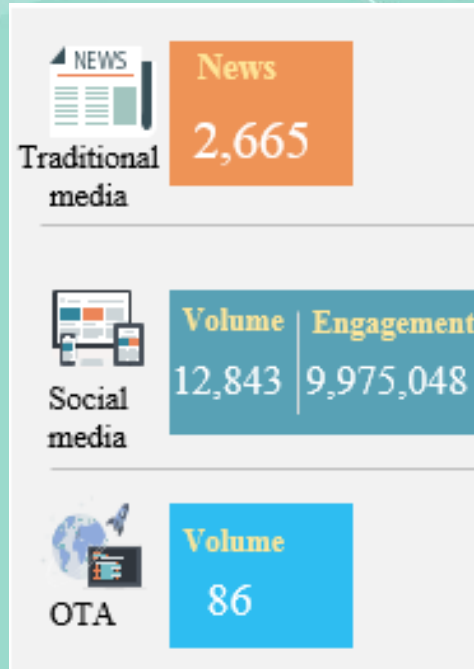
- Traditional media published 2,665 relevant articles, of which 474 were from print media and 2,191 were from online media; of which 2,509 were from Greater China region and 156 were from non-Greater China region.

Social media (2019/11/21-2020/1/12)

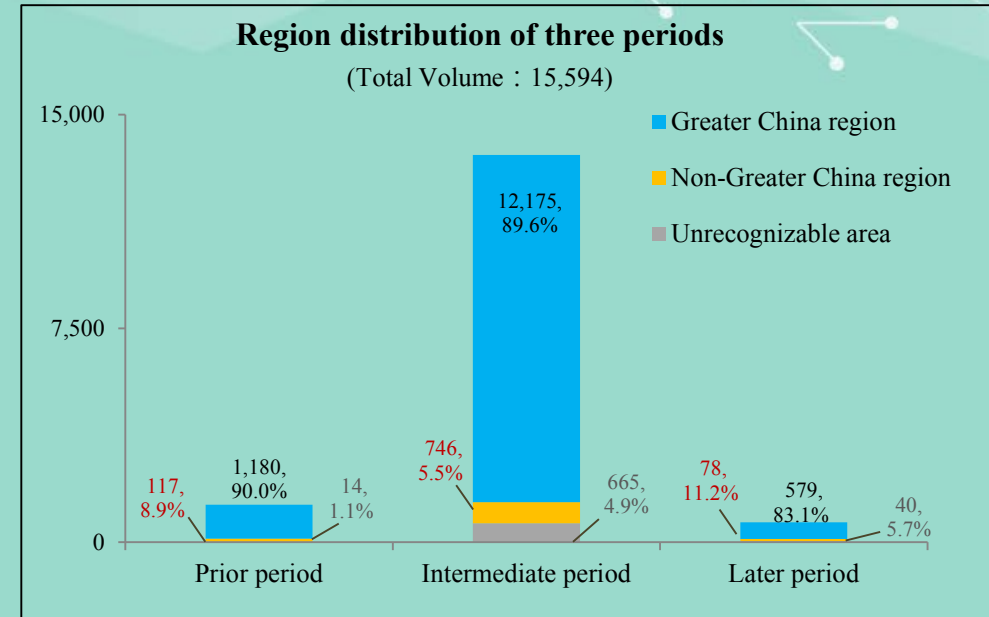
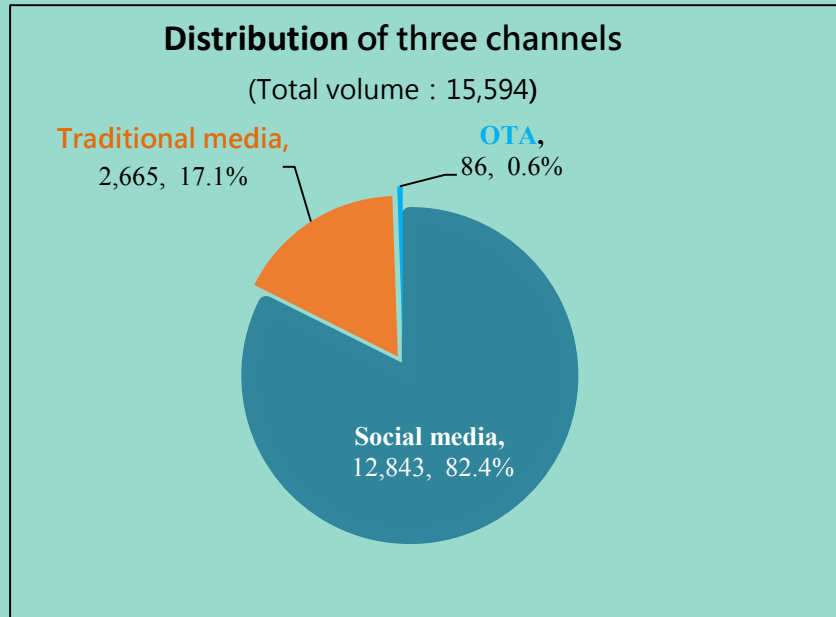
- There were 12,843 related posts on social media, among which Facebook 5,011, Weibo 4,073, Instagram 2,139, WeChat 780, Twitter 407, Forum 232, YouTube 175, blog 23 and VKontakte 3.
- By region, there were 11,345 in Greater China and 779 in non-Greater China and 719 in unrecognizable area.

OTA (2019/11/21-2020/1/12)

- There were 86 related articles on OTA, among which 80 were from Greater China and 6 was from non-Greater China.



Macao Light Festival 2019



	Total volume	Engagement	Satisfaction Level	Awareness Level
Prior period	1,311	513,743	72.7	98.6
Intermediate period	13,586	9,352,942	84.7	98.5
Later period	697	108,363	71.4	98.6
Whole period	15,594	9,975,048	84.3	98.5



Media Effectiveness Evaluation of Four Mega Events Results(2019)

Comparison of four mega events of MGTO

Four mega events	Total volume	Region distribution			Social media engagement	Satisfaction Level	Awareness Level
		Greater China Region	Non-Greater China Region	Unrecognizable area			
CNY Parade	4,177	3,695	444	38	940,056	77.1	93.0
Fireworks	32,209	30,030	1,348	831	17,545,601	80.7	95.9
IFFAM	196,845	82,046	69,164	45,635	43,725,604	81.8	98.1
Light	15,594	13,934	941	719	9,975,048	84.3	98.5

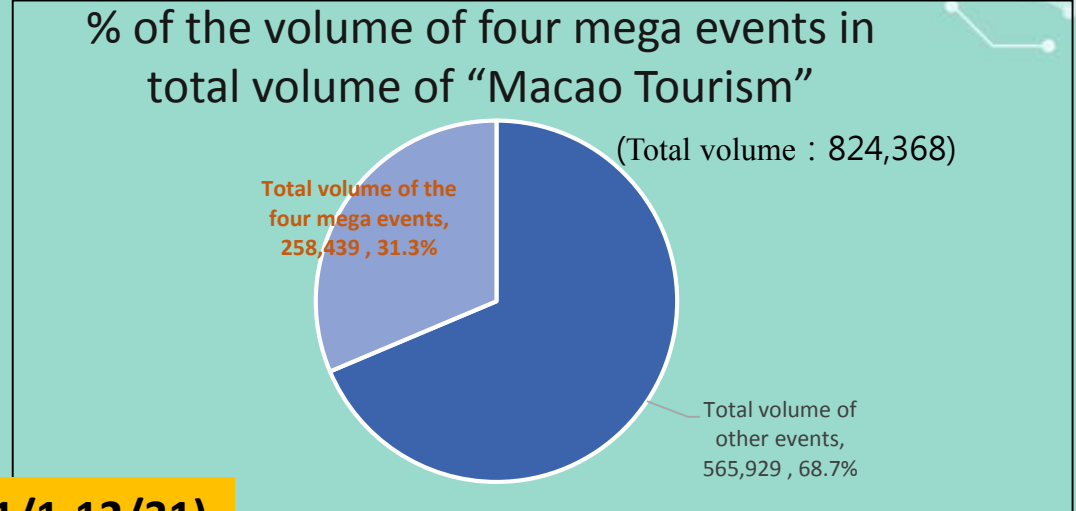
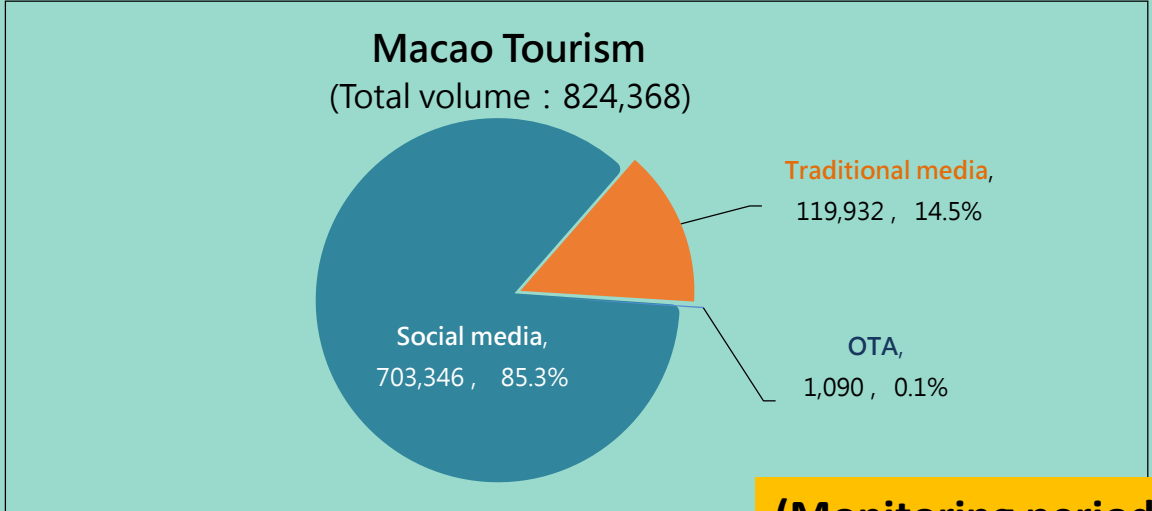
Summary of the Four Events' Results :

- All the four mega events had the highest volume on social media. All the four mega events were mainly spread in the Greater China region (41.7%-93.2%).
- The proportion of the positive sentiment was much higher than the negative ones in all the four mega events.
- The video views contributed the most to the engagement of the four event events, and the video views of Weibo and Facebook were more prominent in all the events.
- The overall satisfaction level of the four events was 77.1 points to 84.3 points, at a good to great level.



Final Report of Macao Tourism Branding (2019)

Macao Tourism (Total articles related to Macao Tourism): Use "Macao " and " Tourism" and all the events of the MGTO as keywords to conduct data collection.



(Monitoring period: 2019/1/1-12/31)

Note: The data collection period of the total volume of the four major events was from January 1 to December 31, 2019, so the total volume is not equal to the sum of the total volume in the report of each major event.

Monthly NO.1 key activities

Month	Monthly NO.1 key activities	Total volume
Jan	ELĒKRŌN	2,893
Feb	Parade for Celebration of the Year of the Pig	3,362
Mar	ELĒKRŌN	2,804
Apr	Macao Gourmet Festival	1,508
May	FIVB Women's Volleyball Nations League Macao	2,959
Jun	Art Macao	14,100

Month	Monthly NO.1 key activities	Total volume
Jul	Art Macao	11,948
Aug	Art Macao	16,628
Sep	Macao International Fireworks Display Contest	18,998
Oct	International Film Festival & Awards · Macao (IFFAM)	11,668
Nov	Macau Grand Prix	21,230
Dec	International Film Festival & Awards · Macao (IFFAM)	156,367

Final Report of Macao Tourism

Research Results:

- The total volume of “Macao Tourism” was 824,368 articles, with the highest volume in social media, reaching 703,346 articles (85.3%); followed by traditional media (print and online media), a total of 119,932 articles (14.5%).
- In the four mega events, (Parade for Celebration of the Year of the Pig, 30th Macao International Fireworks Display Contest, 4th International Film Festival & Awards.Macao, Macao Light Festival 2019) had a total volume of 258,439 articles (31.3% of the total volume of “Macao tourism” in the whole year).
- Analysis of monthly key activities, the higher volume was concentrated in the last quarter of the year. The volume in the second half of the year was higher than that of the first half of the year, and the popularity of several events held in the second half of the year was relatively high.

Recommendations:

Total volume analysis: As the events in the second half of the year attracted more attention and discussion, thus recommending to integrate traditional festivals with local characteristics and launch activities that blend in these elements to attract more reports and discussion.

Social media analysis: Social media is highly diffusive and should be used more to enhance the total volume.

Key activities promotion: Recommend to introduce a combination of multiple gimmicks and popular events' elements, and further enhance promotion on social media pages with large numbers of followers.

