

Study on the Impact of the Inauguration of the Hong Kong- Zhuhai-Macao Bridge on the Tourism Industry (Summary)



Purpose :

- After the inauguration of the Hong Kong-Zhuhai-Macao Bridge (the “Bridge”), Macao Government Tourism Office (MGTO) had commenced the Study on the Impact of the Inauguration of the Hong Kong-Zhuhai-Macao Bridge on the Tourism Industry. Through a systematic study, an objective analysis was carried out upon the situation after the inauguration of the Bridge and to probe into the transformation of visitors’ travel pattern, their experience and appraisal of the Bridge.

Methodology:

- Face-to-face survey of visitors to Macao at the departure ports
- Face-to-face survey period: April to September, 2019
- Valid questionnaires: 3070



Hong Kong-Zhuhai-Macao Bridge's impact on visitors travel behavior

1. Changes on visitors' travel pattern:
 - ◆ Using ferry terminals less frequently
 - ◆ Drawing more visitors to use Macau International Airport
 - ◆ Channeling visitors to neighboring cities
2. The awareness level of visitors to Macao towards the Bridge was high and the proportion of visitors opted for double-destination/multi-destination was relatively high.
3. The overall satisfaction level towards the Bridge among visitors to Macao was high, but the satisfaction level towards the supporting transportation between the port and urban districts is low.



1. Changes on visitors' travel pattern

Survey data shows, the visitors' travel pattern has been changed

1. Using ferry terminals less frequently

42.7% of visitors indicated that they would use ferry terminals less frequently because of the opening of the Bridge

60.6% visitors from Hong Kong expressed that they would use ferry terminals less frequently following the inauguration of the Bridge

2. Drawing more visitors to use Macau International Airport

Although most visitors entered and left Macao via the same port of entry, amongst those who entered via the Bridge (Zhuhai-Macao Port), 23.7% left the city via the Macau International Airport

3. Channeling visitors to neighboring cities

Amongst visitors who entered Macao via the Macau International Airport, 21.9% of them would leave the city via the Bridge

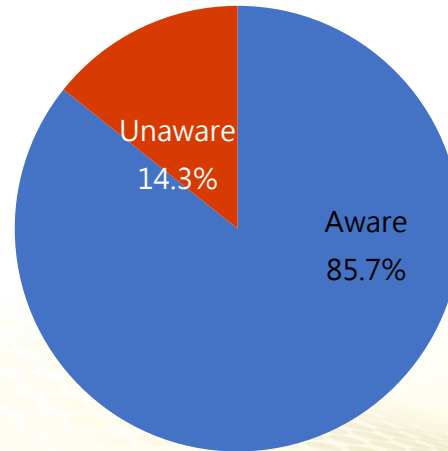


2. Awareness of the Hong Kong-Zhuhai-Macao Bridge

85.7% visitors were aware that the inauguration of the Bridge, awareness level is relatively high .

Level of Awareness of the inauguration of the Bridge

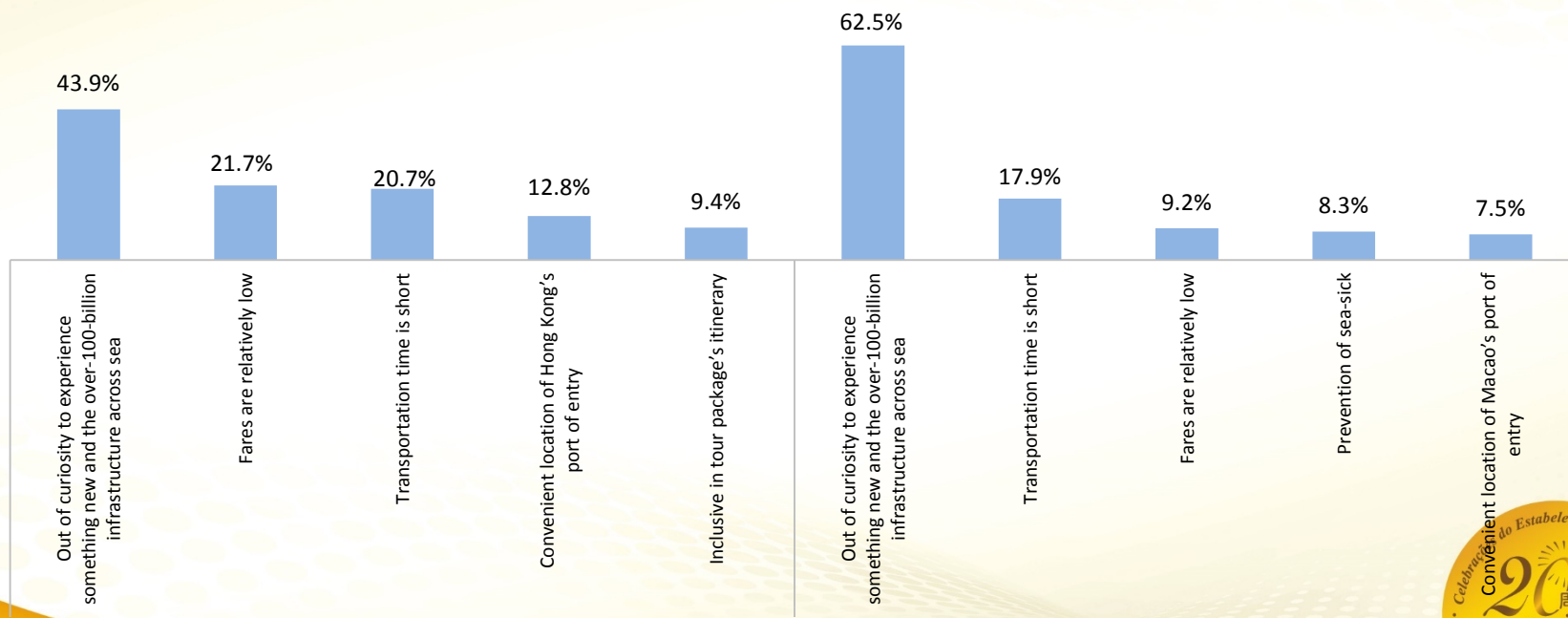
(N=3070)



2. Reasons for using Hong Kong-Zhuhai-Macao Bridge

“ Out of curiosity to experience something new and the over-100-billion infrastructure across sea” is the main reason for willingness to use the Hong Kong-Zhuhai-Macao Bridge.

Reasons for using the Bridge



For visitors who had used the Bridge before:
reasons for using the Bridge (Top 5)(N=701)

For visitors who had not used the Bridge yet: reasons
for using the Bridge in the future (Top 5) (N=1,519)

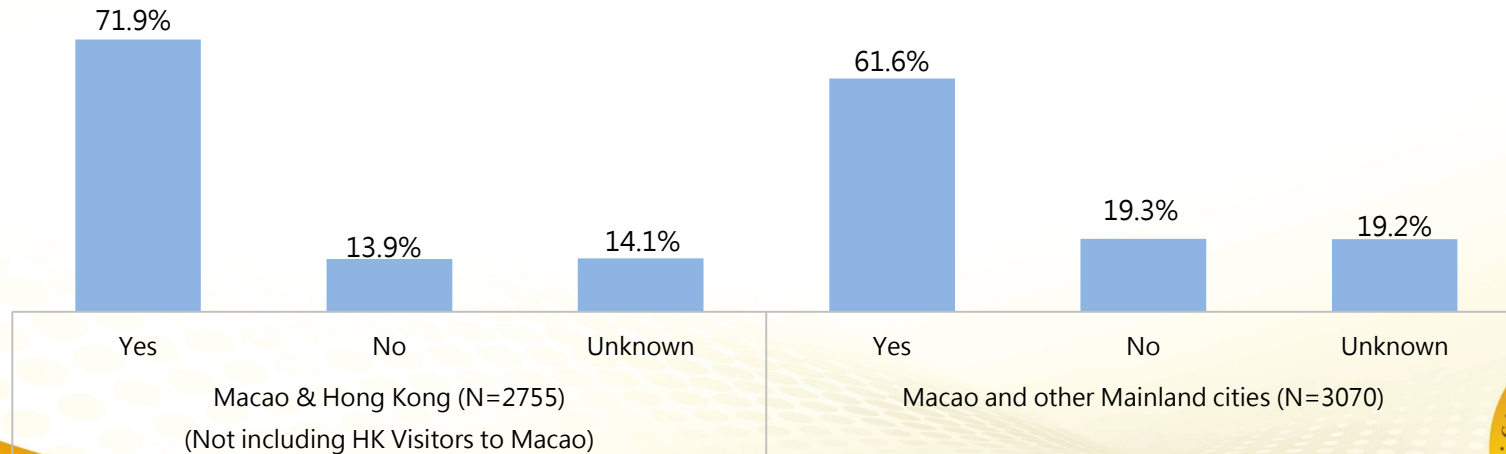


2. Willingness to travel to other cities in one trip after the inauguration of the Bridge of the Bridge

A high proportion of visitors to Macao (71.9%) expressed that they would travel to Macao and Hong Kong in one trip after the inauguration of the Bridge. 61.6% of visitors expressed that they would travel to Macao and other cities in Mainland China in one trip.

Willingness to travel to other cities in one trip after the inauguration of the Bridge

■ Visitors to Macao

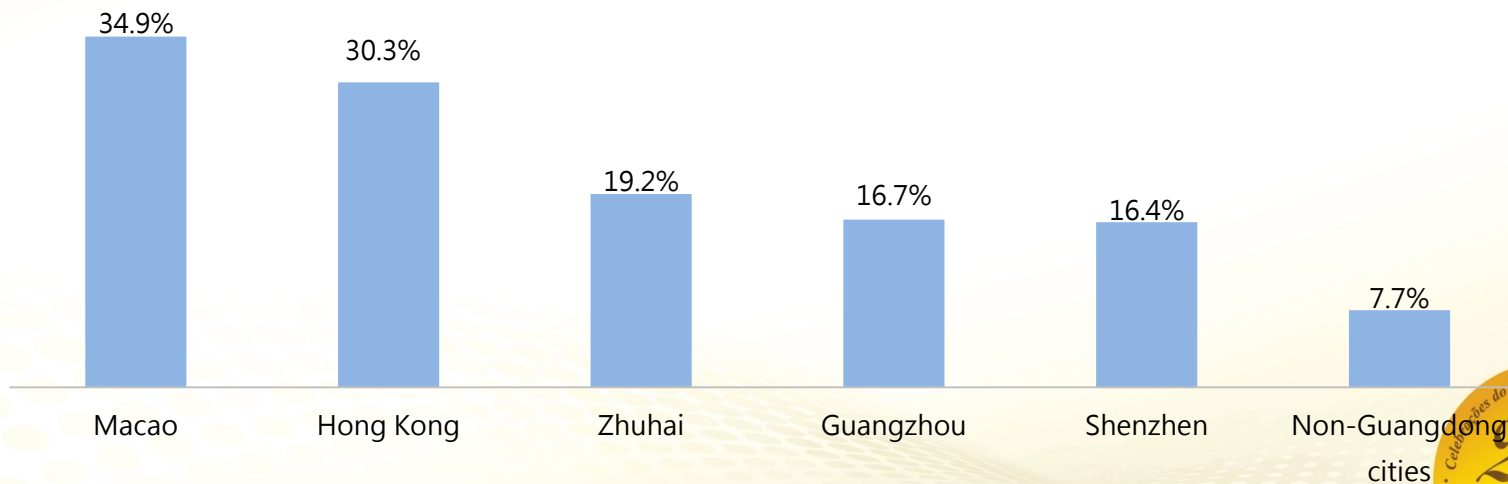


2. Changes in frequency of traveling to other cities after the inauguration of the Bridge

The first five cities where visitors to Macao would visit most frequently because of the inauguration of the Bridge are Macao, Hong Kong, Zhuhai, Guangzhou and Shenzhen.

The most frequently visited cities after the inauguration of the Bridge (Top 5)

■ Visitors to Macao (N=3070)



3. Satisfaction evaluation on the Hong Kong-Zhuhai-Macao Bridge

The satisfaction level of visitors towards the Bridge of all aspects (except the supporting transportation between the port and urban districts) exceeded 80%, the overall satisfaction level is the highest, but the satisfaction level towards the supporting transportation between the port and urban districts is relatively low.

Satisfaction level of the Hong Kong-Zhuhai-Macao Bridge's usage

