



第十四屆澳門國際旅遊（產業）博覽會  
14.<sup>a</sup> Expo Internacional de Turismo (Indústria) de Macau  
14<sup>th</sup> Macao International Travel (Industry) Expo

澳門威尼斯人 - 金光會展 - 展館ABC  
The Venetian Macao - Cotai Expo - Hall ABC

10 - 12/4/2026



# Buyer's Guide

## Organizer



澳門特別行政區政府旅遊局  
DIRECÇÃO DOS SERVIÇOS DE TURISMO  
MACAO GOVERNMENT TOURISM OFFICE

## Enquiry

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Official  
Website



WeChat



Facebook





## Organizer



澳門特別行政區政府旅遊局  
DIRECÇÃO DOS SERVIÇOS DE TURISMO  
MACAO GOVERNMENT TOURISM OFFICE

In accordance with the Macao Special Administrative Region (Macao SAR) Government's strategy of positioning and developing Macao as a World Centre of Tourism and Leisure, the Macao Government Tourism Office (MGTO) serves as the public entity responsible for implementing, analyzing and assisting in formulating the tourism policies of the Macao SAR to enhance Macao's reputation as a quality destination.

Together with local trade, MGTO promotes Macao's tourism products and services not only in the leading and emerging tourism markets but also evaluates and seeks to develop potential markets to attract diverse visitor sources for Macao.

The Office works hard to strengthen its connections with overseas travel trade as well as regional and international tourism organizations to achieve Macao tourism development.

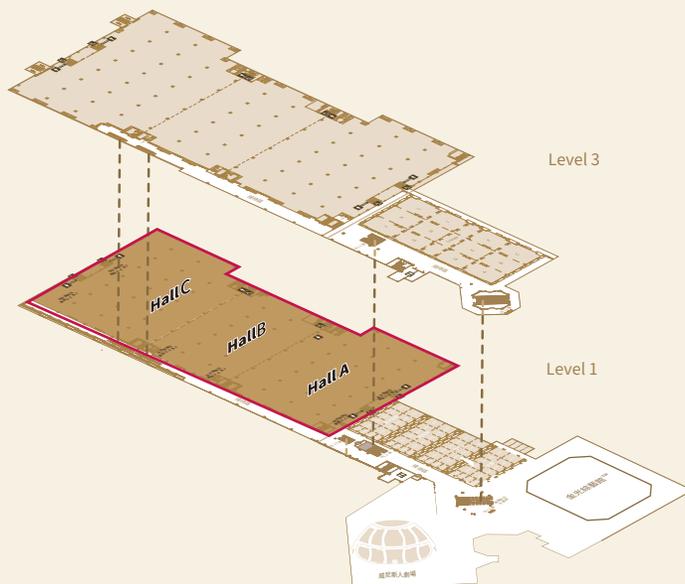
## About MITE

The Macao International Travel (Industry) Expo (MITE), organized by the Macao Government Tourism Office (MGTO), is the only professional exhibition of international tourism, and one of the earliest exhibitions focused on tourism product consumption in Macao. In 13 years since its establishment in 2013, through professionalized, market oriented, internationalized, and branded operations, MITE has gradually developed itself into a tourism industry bridge between the two major tourism resources, namely Chinese Mainland and the international market, as well as an important guiding platform for exhibitors, buyers and other business partners to communicate and exchange insights. The event aims to push forward the integrated tourism development among Guangdong Province, Hong Kong and Macao. At present, it is one of the most professional, widely-participated and influential international tourism events held annually. In 2021, MITE received accreditation from the Global Association of the Exhibition Industry (UFI) as a "UFI Approved International Event", a recognition that underscores its international influence and professionalism. In 2024, MITE was awarded the Outstanding Exhibition Award at the Macao Convention and Exhibition Commendation Awards for the first time ever, demonstrating that after 12 years of transformation and development, it has firmly established itself as a recognized international tourism expo.

In 2026, the 14<sup>th</sup> MITE will adhere to the principle of "Multi-dimensional Cooperation among Macao, Chinese Mainland and International Market" to proactively engage greater participation from the international tourism industry, including exhibitors, buyers and trade visitors. MITE will give support to Macao's "1+4" adequate diversification development strategy and contribute to building Macao as the World Centre for Tourism and Leisure. It will also foster diversified tourism and leisure development, and continuously promote the interactive growth between the integrated tourism and leisure complexes and the four major industries including health and wellness, modern financial services, high technology, conferences and exhibitions, commerce and trade and culture and sports. Local and overseas practitioners can take advantage of the featured product displays, business matching, thematic seminars, promotional sessions, and project signings through the MITE platform to further deepen the inter-sectoral integration between tourism and other industries such as culture, sports, gastronomy, healthcare, e-commerce and technology.

## Venue

The Venetian Macao - Cotai Expo Hall ABC

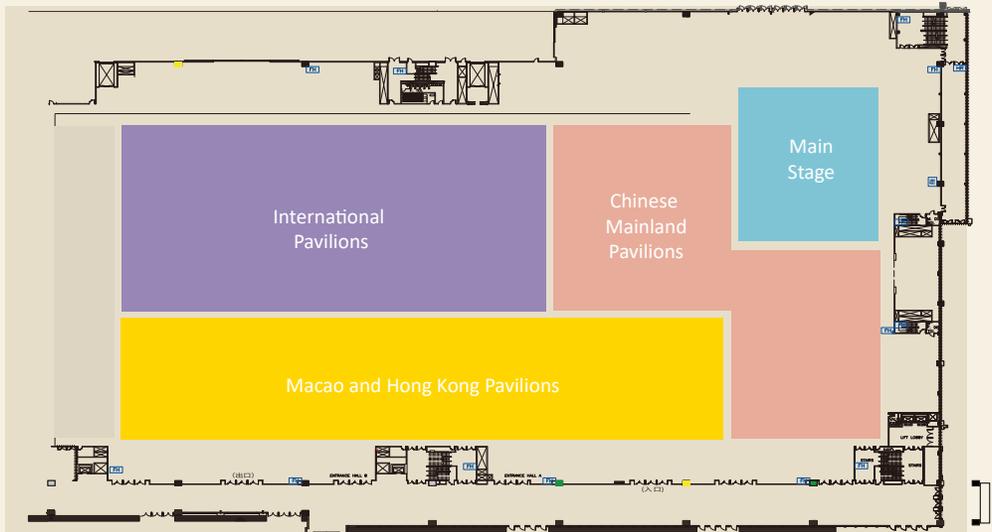


## Schedule

Date	Opening Hours	Target Audience
10/4/2026	11:00 - 19:00	Trade Visitors   General Public
11/4/2026	10:00 - 19:00	
12/4/2026	10:00 - 18:00	

## Floor Plan

The Venetian Macao - Cotai Expo Hall ABC  
Exhibition Area: 30,000 m<sup>2</sup>



## Scope of Exhibitors

**Government Entities**  
National Tourism Organizations (NTO), State Tourism Organizations, Convention & Visitor Bureaus (CVB)

**Travel Agents Tour Operators**  
Destination Management Companies (DMC), Online Travel Agencies, Retail Travel Agencies, Travel Management Companies (TMC), Wholesalers

**Accommodation**  
Hotels, Hotel Chains, Integrated Resorts, Service Apartments, Resorts, Villas & Spa

**M.I.C.E**  
Event Management Agencies, M.I.C.E Service Providers, Professional Conference Organizers, Incentive Travel, Venues

**Transport**  
Airlines, Airports, Airline Alliances, Car Rentals, Cruise Lines, Train/Rail Operators

**Attractions**  
Tourism attractions, Theme parks, Entertainment

**Others**  
Health and Wellness, Innovative Technology, Sports Travel, Wedding Travel, Educational Tours, Cultural and Creative Products, Intangible Cultural Heritage, Hotel and Catering supplies, Tourism Financial Services, Media/publisher, Gourmet, Fine Wine, Coffee, etc



## Schedule Overview

Date	Exhibition Hall	Main Stage	Meeting Room
16 March - 15 April	Pre-scheduled Appointment and Online Matching		
8-9 April	Exhibitor Booth Installation Buyer Registration		
10 April	Expo Opens Onsite Business Matching New Media Matrix	Opening Ceremony Seminars	Destination Travel Promotion Seminars
11 April	Expo Opens Onsite Business Matching New Media Matrix	Seminars and Performances	Destination Travel Promotion Seminars
12 April	Expo Opens Exhibitor Move-Out/ Booth dismantling (18:00) Onsite Business Matching New Media Matrix	Seminars and Performances	

## The 14<sup>th</sup> Macao International Travel (Industry) Expo Buyer Program

The 14<sup>th</sup> Macao International Travel (Industry) Expo has launched a buyer program to build a platform facilitating communication for overseas buyers from incentive travel, wedding travel, academic travel, leisure travel, outbound travel, customized travel, health and wellness, modern financial services, high technology, conferences and exhibitions, commerce and trade, culture and sports, and other sectors.

Buyers can utilize our matching system to conduct meetings with authoritative industry experts and obtain the latest industry information.

The MITE Buyer Programme is divided into Hosted Buyers and Professional Buyers.

- Hosted Buyers are categorised by the location of the buyer's unit of origin as follows:
  - ① Chinese Mainland
  - ② Taiwan Region
  - ③ International
- Professional Buyers are not limited by region (excluding Macao SAR).

## Buyer's Benefits

Being accepted into the Buyer Program and fulfilling the obligations, buyers will have the opportunity to receive:

	Hosted Buyers International	Hosted Buyers Chinese Mainland and Taiwan Region	Professional Buyers (excluding Macao SAR)
 <b>Transportation</b> <ul style="list-style-type: none"> <li>▪ Round-trip flight tickets (economy class), train tickets (second class), bus tickets or ferry tickets (economy seats) from the company's registered location or nearby areas to Macao.</li> <li>▪ Shuttle bus service between the hotel and the Expo venue</li> </ul>	Up to USD875/ MOP7,000	Up to USD450/ MOP3,500	X
 <b>MITE</b> <ul style="list-style-type: none"> <li>▪ Exhibition entry record requirements.</li> </ul>	<b>10 and 11 April</b>	<b>10 and 11 April</b>	<b>11 or 12 April any day</b>
 <b>Accommodation in Macao</b> <ul style="list-style-type: none"> <li>▪ Designated hotel accommodation during the Expo</li> </ul>	<b>3 Nights</b>	<b>3 Nights</b>	X
 <b>Hospitality</b> <ul style="list-style-type: none"> <li>▪ Exclusive Buyer Lounge access</li> <li>▪ Free luggage storage. <small>Location: Sicily Room Date: 11 and 12 April Time: 10:00-18:00</small></li> <li>▪ Buyers lunch</li> <li>▪ Welcome Cocktail Reception</li> <li>▪ FAM tour</li> <li>▪ Hengjin Island Tour <small>Participation is exclusively reserved for International Hosted Buyers. Places are limited and allocated on a first-come, first-served basis.</small></li> </ul>	✓  ✓	✓  ✓	✓  X
<b>Exquisite gifts</b> <ul style="list-style-type: none"> <li>▪ Gifts worth MOP 2,500 (Collected on the afternoon of April 11 or 12)</li> </ul>	X	X	✓

\*Remarks: Hosted buyers will be responsible for expenses for: Private Transfers / Extra Meals / Flight Upgrades / Hotel Upgrades / Extra Hotel Accommodation / Travel Insurance / Visa Applications, etc.

## Buyer's Obligations



### Required Number of Points

- Minimum number of points earned from April 10 to 12

**180 points**

**180 points**

**60 points**

### Earning or Losing Points

- Attend scheduled meetings on time

**10 points**

**10 points**

**10 points**

- Attend scheduled meetings early or late

**8 points**

**8 points**

**8 points**

- Attend unscheduled meetings

**2 points**

**2 points**

**2 points**

**1**

- Buyers participating in the Destination Travel Promotion Seminars held in Meeting Rooms 1 and 2 must stay for at least 10 minutes (attendance of less than 10 minutes will not count towards scoring).

**4 points / 10mins**

**4 points / 10mins**

**4 points / 10mins**

**2**

- For each complaint received from an exhibitor (Rating of 1 or 2 stars)

**-10 points**

**-10 points**

**-10 points**



- After scanning the QR code by B2C exhibitors

**-10 points**

**-10 points**

**-10 points**

### Deposit

- Hosted buyers have to pay a deposit which will be refunded within 15 working days after the Expo, provided all the hosted buyer's obligations have been fulfilled

USD200/  
MOP1,600

USD200/  
MOP1,600

X

\*Remarks: **The deposit will be refunded** only when the hosted buyer has actually attended the Expo as scheduled, fulfilled the hosted buyer's obligations, and completed and submitted the questionnaire.

- Event staff will scan the QR code on the buyer's badge upon entry and exit to record attendance times.
- Exhibitors participating in B2B sessions will have a "B2B Exhibitor" display sign on their booths. The on-site matching system will also indicate whether an exhibitor is B2B or B2C; please ensure you are meeting with a B2B exhibitor before scanning.

## Buyer Application Procedure

### 01 Buyer Application

Visit the official website at [www.mitexpo.mo](http://www.mitexpo.mo) and click on “Buyer Application”. Complete the application form and submit your details.

### 02 Application Review

The Expo Office will contact preliminary approved buyer applicants by email or telephone to request the following documents:

- ① A digital copy of a valid business card that is consistent with the name of the applying entity.
- ② A digital copy of the entity’s business licence or commercial registration certificate.
- ③ A digital copy of an employment certificate bearing the entity’s official stamp.

Please submit the aforementioned documents via email to [buyer@mitexpo.mo](mailto:buyer@mitexpo.mo)

### 03 Deposit Payment

The Expo office will notify qualified hosted buyers, who are \*required to submit a deposit within one week of receiving the notice.

### 04 Eligibility Confirmation

Upon confirming receipt of the deposit, the Expo office will issue an official confirmation of buyer eligibility via email.

### 05 Online Business Pre-Scheduling and Matching

The **Pre-scheduled Appointment System (PSA)** will be available via the official website from 16 March to 15 April 2026. During this period, buyers should log in to the system to make appointments, schedule on-site meetings with exhibitors and attend them as arranged. Virtual meetings with exhibitors may also be arranged through the PSA system.

### 06 Badge Collection

Buyers should check in and collect their admission badges at the registration counter of the Venetian Macao Cotai Expo. After registration, buyers may attend on-site business matching sessions, meetings with exhibitors, and Destination Travel Promotion Seminars in accordance with the official schedule.

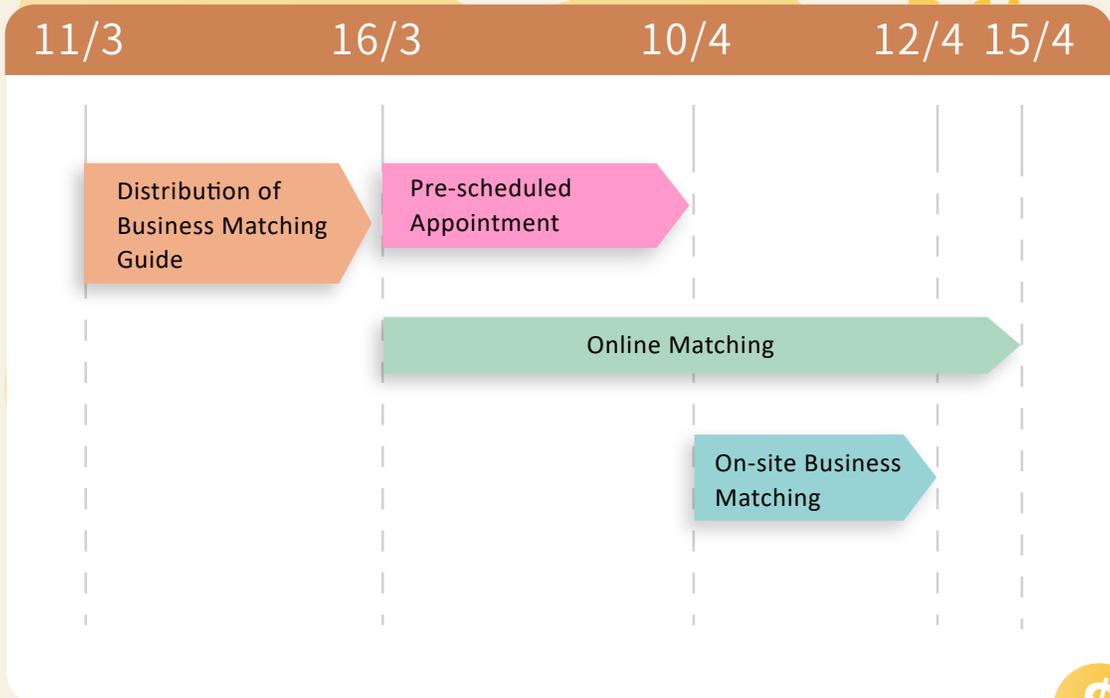
### 07 Submission of Questionnaire

Please complete and submit the post-event questionnaire.

\*Note: Applicants who are not approved will not be separately notified.

The Expo office reserves the right of final interpretation in respect of this event.

## Business Matching Process





## Review of 13<sup>th</sup> MITE



Countries and regions participated

**70**



Exhibitors

**755**



Hosted Buyers

**500** approximately



Business Matching (Online / Offline)

**16,225+**



Exhibition Area

**30,000**m<sup>2</sup>



Meetings

**75**



Trade Visitors

**1180**

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