

Having the World's Largest Gaming Market, Macao suffers from Short Stays in Her Tourism Industry

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Gambling & Tourism

- Gambling fuels tourism
 - MacLaurin and MacLaurin, 2003
- Examples:
 - Mohegan Sun and Foxwoods Resort Casinos in eastern Connecticut, US
 - Clark County (i.e., Las Vegas) in Nevada, US

Macao: Gambling Matters

- A special administrative region of China like Hong Kong
- Not practice mainland China's socialist market economy
- Legalizes the gambling industry
- Her gaming industry:
 - 49% of its GDP
 - 16.1% of its total employment
 - 70% of its government revenue



Macao: Gambling Matters (cont'd)

- Per capita GDP in 2007:
 - Gambling-driven Macao >
Finance-driven Hong Kong
- The world's largest gambling market since 2006
 - Las Vegas second

Macao: Tourism Matters Too

- 2007:
 - 27m tourists vs. 0.5m population
 - 55.92% tourists from mainland China
- Mainland Chinese tourist figures boosted by the Individual Visit Scheme
 - through which mainland China facilitates her citizens' visiting Macao (and Hong Kong)

Macao: Tourism Matters Too (cont'd)

- Gambling is a main purpose of mainland Chinese's visit
 - Zeng, 2005
 - Zeng, 2006
- Conceivable:
 - gambling forbidden in socialistic mainland China
 - still some restrictions on mainland Chinese traveling elsewhere



- Macao: Hobson's choice for mainland Chinese gamblers

Macao: Tourism Problem

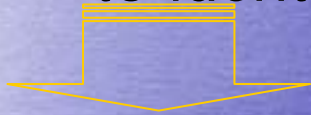
- 2007:
 - 39% mainland Chinese tourists not stay overnight
 - Average spending: MOP892
 - The remaining 61% stay only 1.2 days on average
 - Average spending: MOP3,961

This Study: Objective

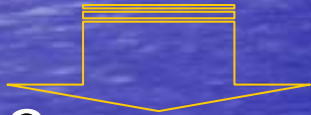
- Factors leading to short stays of mainland tourists

This Study: Data

- In-depth interview
 - to identify factors affecting lengths of stays



- Questionnaire
 - Q's quantifying such factors
 - +
 - Q's about actual lengths of stays



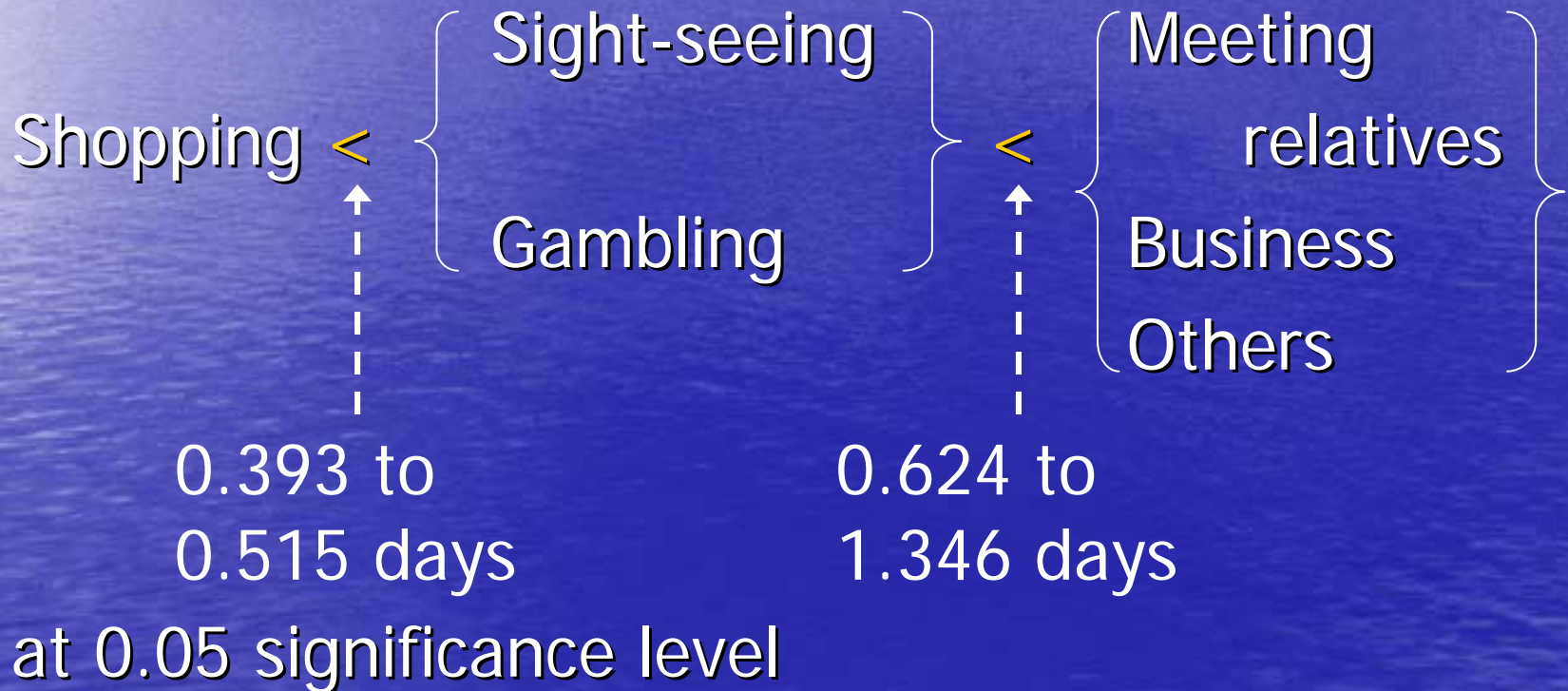
- Survey
 - based on the questionnaire

This Study: Analysis

- Statistics:
 - ANOVA + post hoc tests
 - Kendall tau b rank correlation coefficients
 - *t*-test

This Study: Findings (Main)

- Mean length of stay by purpose of visit:



This Study: Findings (Main)

- Length of stay
decreases with
No. of times been to Macao

This Study: Findings (Auxiliary)

- Length of stay
 - increases with
 - Disposable income
 - Age
 - Overall satisfaction with Macao
 - decreases with
 - Educational Level

Conclusion (Main)

- Frequent gamblers from mainland China stays the shortest



- Attractions other than gambling needed to retain long-staying tourists

Conclusion (Auxiliary)

- Macao as a gambling city does not appeal to young, highly educated mainland Chinese enough



- Attractions other than gambling needed to retain this burgeoning class

Conclusion (Auxiliary)

- Results probably applicable to all gambling-driven tourist cities

Q & A

For further contact:
Email addresses on the title page

Thank you!!