

For Immediate Release

Taipa Village Destination Launches Exclusive Incentive Campaign for Hong Kong Visitors

Exciting array of dining, lodging and lifestyle privileges awaits visitors from neighbouring SAR



Macau, 20th February 2023 – Taipa Village Destination Limited takes great pleasure in announcing its first-ever promotion dedicated to Hong Kong visitors to Macau. Entitled “Olá Hong Kong – Macau Awaits You”, the campaign invites guests from the neighbouring city to rediscover the essence of the culturally-rich destination that is Macau and enjoy a sumptuous selection of gastronomy, art, culture and lifestyle experiences.

To celebrate the long-awaited return of Hong Kong visitors and the restoration of pre-pandemic ease of travel, Taipa Village Destination Limited has collaborated with 17 local merchants to provide a generous selection of incentives offering instant dining, shopping and lifestyle privileges. Purchases at designated merchants will entitle Hong Kong visitors to enter a draw to win a free night of luxury accommodation on their next visit to Macau.

Pamela Chan, Head of Marketing at Taipa Village Destination Limited, says: “With the long-anticipated return of seamless cross-border access in January, we are thrilled to welcome our Hong Kong friends and neighbours back to Taipa Village Macau, with an enticing selection of exclusive offers and experiences.”

For over a decade, Taipa Village Destination Limited has been leading the promotion of the brand concept “Taipa Village – Authentic Macau”, with the goal of fostering sustainable heritage in the area, benefiting the wider community in Macau



and cementing Taipa Village as a vibrant tourist attraction. The village has rapidly emerged as Macau’s pre-eminent non-gaming district, offering an exciting range of new dining and retail venues. It has remained dedicated to promoting a variety of art, cultural and leisure initiatives so visitors can enjoy the traditional spirit of Macau.

The “Olá Hong Kong – Macau Awaits You” Campaign consists of two offers:

Offer 1: Spend to Get Instant Offers

All Hong Kong identity card holders who spend at designated merchants will be entitled to one complimentary instant offer, such as a special Portuguese/Macanese delight, a delicious dessert or a distinctive gift.

(Please refer to Further Details for participating merchants and offer details.)

Offer 2: Complimentary Luxurious Accommodation

To encourage repeat visits to Macau by Hong Kong residents, a lucky draw will be held as an incentive to spend more for greater rewards. When Hong Kong visitors spend a certain amount at designated merchants, they will be invited to register for a draw to win a night of accommodation at one of several luxurious hotels and resorts located among Macau’s UNESCO heritage sites. Collaborating partners include upscale lifestyle hotel the Artyzen Grand Lapa Macau, the recreation-focused Grand Coloane Resort, the one-of-a-kind French-style Sofitel Macau at Ponte 16, and the classic European Harbourview Hotel at Macau Fisherman’s Wharf, all of which are eager to welcome Hong Kong visitors with premium lodging, dining and leisure facilities.

Campaign Details

- Promotion Period : 20 February 2023 – 31 March 2023
- Location : Designated merchants in Taipa Village Macau
- Entry Method : Spend at designated merchants to claim instant offers and register for the lucky draw
- Lucky Draw Date : 3 April 2023
- Announcement Date : 4 April 2023
(Taipa Village Facebook, Instagram, personal contact)



Further Details

The “Olá Hong Kong – Macau Awaits You” Campaign is taking place with the participation of the following 17 merchants, offering:

- 1. António**
One complimentary snack or starter with any spend.
- 2. Tapas de Portugal**
One complimentary snack or starter with any spend.
- 3. Barcelona Macau**
Complimentary welcome drinks with any spend.
- 4. Goa Nights**
Two complimentary house desserts with a minimum spend of Mop 1,000.
- 5. Lotus Chicken Shop**
One complimentary portion of curried fish balls with a minimum spend of Mop 60.
- 6. Bella Taipa**
One complimentary dessert with a minimum spend of Mop 300.
- 7. Janela Café**
One complimentary portion of codfish cakes (four pieces) with a minimum spend of Mop 300.
- 8. Seng Cheong**
One complimentary bottle of chili sauce or curry sauce with a minimum spend of Mop 300 (one bottle per table).
- 9. TigerBite**
One bun combo set per customer at the special price of Mop 88 (original price Mop 120).
- 10. Rooftop Macau**
Buy-2-get-1-free offer on purchases of designated coffee.



11. Park Coffee

One complimentary dessert with a minimum spend of Mop 50.

12. Bitter Sweet

One complimentary coffee drip bag on purchases of coffee drip bags with a minimum spend of Mop 300.

13. Joker's Barbershop

10% off on haircuts.

14. Quarter Square

One complimentary giant cookie with a minimum spend of Mop 100.

15. Naka Shop

One blind box with a minimum spend of Mop 200 and an extra gift upon a return visit within three years.

16. O-Moon

Instant discount of Mop 30 with a minimum spend of Mop 300.

17. Alua E Comidas Portuguesa Kam In

One complimentary box of cookies with a minimum spend of Mop 200.

- Ends -

About Taipa Village Destination Limited

Taipa Village Destination Limited is leading the promotion of the brand concept "Taipa Village – Authentic Macau", with the goal of attracting both local and international visitors to this popular heritage district. Its goal is to foster sustainable heritage in the area – blending architecturally outstanding local shophouses with vibrant retail and food & beverage concepts – benefiting the Macau community and fostering the development of the area as a vibrant tourist attraction.

Taipa Village Destination Limited is an affiliate of Sniper Capital Limited, a real estate fund manager that has been leading the regeneration of Taipa Village for almost two decades. Sniper Capital is committed to supporting and promoting the area, alongside the Macau government and local business and property owners.



About Taipa Village – Authentic Macau

Taipa Village is located in the oldest and best preserved part of Taipa. Formerly home to local fishermen, with its traditional shophouses and quaint cobbled streets, Taipa Village offers a welcome, refreshing alternative to the glitz of the neighbouring Cotai Strip. Richly endowed with a mix of Portuguese and Chinese architecture, and boasting unmistakable Mediterranean touches, Taipa Village is a culturally diverse landmark destination that offers visitors a taste of the original, authentic Macau.

Taipa Village, as a brand concept established by Taipa Village Destination Limited, provides tourists and locals alike with a genuine, relaxed experience through myriad heritage attractions, innovative dining establishments, unique shopping experiences, and diverse arts and entertainment offerings. Authentically Macau, Taipa Village combines a rich cultural heritage with historic beauty, harking back to an idyllic blend of East and West.

www.taipavillagemacau.com

For more information and images, please contact:

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