

For Immediate Release

Taipa Village Macau Records Highest Ever Visitor Arrivals during Lunar New Year

Successful nine-day pedestrianisation trial strongly reinforces the case for a permanent scheme



Pedestrianised zone in Taipa Village during Lunar New Year

Macau, 22 February 2024 - Taipa Village, Macau's heritage-rich dining and shopping precinct, welcomed a record number of visitors over the Lunar New Year period, cementing its position as the city's pre-eminent non-gaming destination.

The surge in footfall was driven in part by proactive government measures that included implementing a nine-day pedestrianised zone in the area. This proved to be a great success, enhancing the visitor experience, improving traffic safety for both residents and tourists, and convincingly demonstrating the case to make the pedestrianised zone a permanent feature.

Over the past decade, Taipa Village has emerged as the leading non-gaming destination in Macau. Easily accessible from the major integrated resorts on the Cotai Strip, the area is benefitting from a younger, more dynamic visitor demographic pursuing lifestyle experiences. During the Lunar New Year holiday, average daily visitation to Taipa Village was estimated at more than 50,000 individuals – almost double pre-pandemic levels and outperforming Macau's overall visitor growth.

However, with visitation levels to Taipa Village at all-time highs and likely to grow further, even outside of holiday periods, the area's main traffic artery, Rua Correia da Silva, is no longer suitable for operating as a traffic route due to its dangerous narrowness and pavements that are unable to accommodate the increasingly heavy footfall in the area.



“Taipa Village is now firmly cemented as one of Macau’s major tourist destinations, and footfall in the area is destined only to keep rising,” said Pamela Chan, Managing Director of Taipa Village Destination Limited, which has been pioneering the regeneration of the area for two decades.

“We welcome the Lunar New Year pedestrianisation programme, which led to a vastly more pleasant environment in Taipa Village, improving the overall visitor experience and – most importantly – boosting safety for tourists and residents alike,” she said. “We now encourage the Macau authorities to implement permanent pedestrianisation measures in the area, just as so many other heritage-inspired locations across the world have done to great effect.”

Today, Taipa Village has emerged as one of Asia’s most vibrant hotspots, brimming with innovative retail and dining establishments including boutique cafes, artistic offerings and cultural venues, attracting young and old visitors alongside locals. The fashionable district offers a vibrant mix of cultural heritage, and diverse cuisine and lifestyle offerings, all allowing visitors to step back in time and rediscover the heart and soul of Macau.

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About Taipa Village Destination Limited

Taipa Village Destination Limited is at the forefront of positioning Taipa Village as Macau’s pre-eminent entertainment and cultural district. Its primary mission is to foster sustainable heritage in the village, an area rich in beautiful shophouses and vibrant retail and food & beverage concepts that benefits the Macau community and which has evolved as an attractive tourist destination in its own right.

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 two decades, and which – alongside the Macau government – is committed to supporting and promoting the area and its local business and property owners.

About Taipa Village – Authentic Macau

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

www.taipavillagemacau.com



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