



MACAO GOVERNMENT TOURISM OFFICE

TRAVEL TO
MACAO
CHINA

MACAO'S MOBILE CAFÉ

*San Francisco,
CA
2019*



MACAO GOVERNMENT TOURISM OFFICE



SYNOPSIS

From **May 29 to June 3, 2019**, Macao's Mobile Café by Macao Government Tourism Office USA (MGTO-USA) took over San Francisco, sharing a taste of Macao through samples of serradura, bacalhau, pork chop buns, egg tarts, twice-daily lion dance performances and light show, interactive light-up café elements, and information on specially-curated travel packages to Macao.

Promotion included paid media, earned PR placements, an exclusive event for travel trade, airlines, and media, as well as a private influencer cooking session and local chef partnership.



OBJECTIVES

- ❖ **Create** an experiential cultural learning experience about Macao to bring the destination to life in a fun and engaging way
- ❖ **Educate** consumers, trade partners, and media about Macao through its Macanese cuisine
- ❖ **Drive** meaningful results: increase brand awareness, drive website traffic, generate travel bookings, feature articles, social media impressions, and in-person engagement rates
- ❖ **Communicate** Macao's rich historical, cultural, and culinary offerings, such as the Macau Light Festival and UNESCO City of Gastronomy recognition



TARGET MARKET

- ❖ Boasting a diverse community and major airport with several daily flights to Asia, **San Francisco** was chosen as the target market for this campaign.
- ❖ With a focus on spreading destination awareness to a large consumer segment, Macao's Mobile Café needed to enter the San Francisco market in a big way.

CAMPAIGN EVOLUTION



MAY 29 (12PM)

Influencer Cooking Class by Chef Telmo Faria (12PM)

Macao's Mobile Café kicked off with an influencer cooking class, truck preview, and trip giveaway. After traveling to Macao for a chef training, Chef Telmo Faria of the San Francisco restaurant, Uma Casa, partnered with MGTO-USA to share Macanese recipes with 40 food and travel influencers.

MAY 29 (6:30PM)

Exclusive Trade and Media Launch Event

MGTO-USA welcomed key travel trade members, inclusive of airline and hotel partners, and local media to an evening with Macao Café light bites, official ribbon-cutting ceremony, lion dance performances, destination presentation and two Macao trip giveaways. With over 115 guests, the event was a great success.

MAY 30 - JUNE 3

Public Activation

Macao's Mobile Café officially opened to the public on May 30th, and continued until June 3rd, offering a fun and engaging Macanese experience for participants of all ages. Curated experiences included:

- ❖ Handouts of authentic serradura, bacalhau, egg tarts and pork chop buns to consumers in five various high-traffic locations around San Francisco
- ❖ Twice-daily lion dance performances and light shows to attract attention
- ❖ Lightbox moving billboard on the truck to garner consumer attention throughout the city, even when not in use
- ❖ MGTO-USA representatives to educate guests on Macao's culture and history
- ❖ Campaign hashtag #WowMacao that guests were encourage to use across social
- ❖ Access to specially-curated Macao travel packages via local San Francisco tour operators and travel agencies

CAMPAIGN PROMOTIONAL ELEMENTS



LOCAL BUSINESS PARTNERSHIP & PROMOTIONS

To ensure the messaging footprint of Macao's Mobile Cafe was long-lasting and that the local community was positively benefitted by campaign, MGTO-USA partnered with San Francisco **Chef Telmo of Uma Casa**. MGTO-USA hosted Chef Telmo on a **cultural immersion trip** to Macao to exchange his culinary knowledge with local Macanese chefs. Upon returning, Chef Telmo launched a Macanese-inspired dish in Uma Casa.

As the perfect representative of Macao, Chef Telmo also hosted **Macao's Mobile Café Influencer Cooking Class** with **40 social media influencers**. Telmo showcased a few select Macanese recipes with attendees, assisting them in creating their own Macanese desserts to take home.

Influencer attendees were treated to a sweepstakes giveaway, providing one lucky winner with a free trip to Macao. They were encouraged to spread the word of Macao's Mobile Café and Uma Casa with their followers.



SOCIAL MEDIA PROMOTIONS

To get the word out about Macao's Mobile Café on social media and to increase awareness surrounding the consumer sweepstakes, MGTO-USA initiated a **paid social program** across Facebook, Instagram and Twitter. This ran in conjunction with the **influencer social posts** from the cooking class launch event to maximize local exposure.



TRADE PROMOTIONS

12 limited-time travel deals were available during the duration of Macao's Mobile Café for consumers to book. Mainstream and Ethnic Partners include: Cox & Kings, Charming Travel Destinations, DSA Vacations, Asia Answers, Gala Holiday, Globotours, Grand Holidays, Charming Holidays, Remote Lands, Mango Tours, Majestic Vacations, and Swain Destinations.

COX & KINGS LUXURY SMALL GROUP JOURNEYS

Grand Circuit of China

From ~~\$6,545~~ **\$6,545**
13 Days & 12 Nights
Beijing, Xian, Chengde, Yangshuo, Shanghai, Hong Kong, Macao

Book by June 30 to Save: Call 888-236-9502 or email groupsales@coxandkings.com, and mention Macao Tourism.

Journey Highlights

- Explore Law Senzao Square in Macao, listed as a UNESCO World Heritage Site that is filled with protected monuments.
- See the ruins of St. Paul's Cathedral, one of Macao's best known landmarks.
- See the meeting of Portuguese and Chinese cultures in Macao's local culture.
- Take in the streets of Shanghai in a vintage motorcycle saddle!
- Take in the stunning vistas!

Extension to Hong Kong and Macao From: **\$1,632**

See how, incorporating Hong Kong, when touring, accommodates in participation to quiet temples and tranquil city parks. Travel in companion ferry to Macao and learn about the island's past Portuguese influence and heritage. Finally, enjoy a grand view of Hong Kong's skyline from a boat at night and enjoy the

EXPERIENCE **NEW!** Your Own Style

4 DAYS / 3 NIGHTS TWIN CITY TOUR: Kowloon & Macau

from **USD \$49** per person

Embark on a small fishing village, Hong Kong is one of the world's 21st centuries along Hong Kong's harbor. The harbor's culture of British influences and Chinese traditions and is one of the most beautiful places in the world. Enjoy Hong Kong's famous dim sum, Cantonese cuisine, vibrant night life, and a relaxing spa and experience its panoramic skyline. Macao is the perfect entertainment and gaming destination. Macao, this former Portuguese colony is built on the Las Vegas of the East. It has everything from the fancy casinos, breathtaking views, and diverse culture. Sample the distilled flavors of the rich Macanese dishes and explore the stunning sights at night. Macao depicts the unique blend of Chinese and Portuguese culture through its century-old buildings, old temples, and traditional games.

ITINERARY

Day 1: Arrive in Hong Kong, meet your guide and transfer to the hotel. Check in. Day 2: After breakfast, take an air ferry to visit Hong Kong's Old Town. Visit the Victoria Harbour, the Star Ferry, and the Victoria Peak. Day 3: After breakfast, visit the historic sites in Kowloon, including the Kowloon Cultural Centre, the Kowloon Park, and the Kowloon Waterfalls. Day 4: After breakfast, visit the historic sites in Macao, including the Macao Museum, the Macao Grand Prix, and the Macao Grand Prix.

EXPERIENCE **NEW!** Your Own Style

HONG KONG & MACAO CULINARY JOURNEY

from **\$2,999***

- 3 NIGHTS AT LANGHAM HOTEL
- & 2 NIGHTS AT MANDARIN ORIENTAL MACAO
- PRIVATE HALF DAY HONG KONG ISLAND TOUR
- HONG KONG WALKING FOOD TOUR
- PRIVATE LANTAU EXPLORER TOUR
- MACAO EXCURSION WITH CULINARY HIGHLIGHTS

Macao & Hong Kong - Foodies Paradise

8 days / 5 nights
Hong Kong & Macao
from **\$879** per person on double occupancy

Macao used to be a Portuguese colony, Hong Kong used to be a British colony. Fortunately, when the previous administration vacated, they left behind a delicious culinary heritage that is a mix of the two.

The exquisite heritage of Portuguese and Chinese cuisines - fusion in Macanese cuisine - is a rich blend of the two. The food is a mix of the two, with a touch of the Portuguese and Chinese cuisines. The food is a mix of the two, with a touch of the Portuguese and Chinese cuisines.

Day 1: Hong Kong
Day 2: Hong Kong
Day 3: Hong Kong
Day 4: Hong Kong
Day 5: Hong Kong
Day 6: Macao
Day 7: Macao
Day 8: Macao

JAPAN HONG KONG & MACAO

EXPERIENCE **NEW!** Your Own Style

9 Days

from **\$1,455** land only

20th Anniversary

Charming Travel Destinations

2+2 MACAO & HONG KONG HOTEL PACKAGE

EXPERIENCE **NEW!** Your Own Style

20th Anniversary

Includes:

- 2 nights Hong Kong Hotel + 2 nights Macao Hotel
- 2 nights Hong Kong Hotel + 2 nights Macao Hotel
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Start/End Dates	Package Price	Per Person Price
05/01/2019 - 05/31/2019	\$3,199	\$339
06/01/2019 - 06/30/2019	\$3,199	\$339
07/01/2019 - 07/31/2019	\$3,199	\$339
08/01/2019 - 08/31/2019	\$3,199	\$339
09/01/2019 - 09/30/2019	\$3,199	\$339

Iconic Macao Experiences

with Swain Destinations

Includes:

- Destination Experts
- Customized Itineraries
- Family-Fine Facilities

20th Anniversary

Going to Know as easy as "ASO"

Package A: \$899

Package B: \$1,199

Package C: \$1,499

Includes:

- Round trip airfare to Hong Kong
- Hotel Accommodation
- Transportation
- Meals
- Activities

HONG KONG & MACAO FOR FOODIES

7 DAYS / 6 NIGHTS
from **\$1,499**

Includes:

- Round trip airfare to Hong Kong
- Hotel Accommodation
- Transportation
- Meals
- Activities

20th Anniversary

MEDIA PROMOTIONS

To drive awareness about the activation locations and times, MGTO-USA partnered with **NBC Bay Area** to curate a paid broadcast segment, local commercial spots, and digital advertising banners. The segment aired live, with commercial spots and banners ads being shared throughout the activation week.

In conjunction with the paid programming, MGTO-USA conducted extensive media outreach to both ethnic media outlets and local media outlets, resulting in a multitude of earned broadcast, print and online coverage.

California Live Digital Originals Late Night Investigations



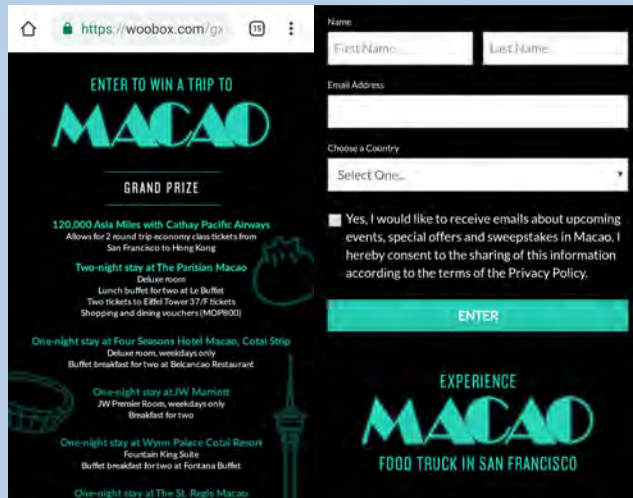
Experience Macao!

Learn all about Macao! It's a great place to visit and a culinary destination. Malou Nubla shows off how you can get a taste of Macao right here in the Bay Area! (Published Thursday,... [See More](#))



SWEEPSTAKES PROMOTIONS

Across **five sweepstakes** offered to media, trade, influencers and consumers in the San Francisco area, MGTO-USA distributed: **8 round trip flight** tickets from US to Macao/Hong Kong and **22 room nights** and experience offered by **15 various vendors** in Macao. Consumers were able to enter via a curated website and easy-to-complete online form.



MEET THE MGTO-USA TEAM





CARMAN CHAN

As our onsite Macao-expert, Carman curated the program's trade partnerships, managed programming budgets, client relations, activation schedules, food authenticity, paid broadcast programming, and more.



SARAH DELARIVA

Utilizing her events expertise, Sarah managed the trade and media launch event, outreach, mobile cafe logistics, creation and marketing of the promotional elements, activation scheduling, team travel, and more.

JAIME LUSHER

As the team's media guru, Jaime handled PR programming and outreach, media partnerships, social media influencer event and logistics, paid social media program, vendor and ambassador relationships, and more.

CAMPAIGN RESULTS





... FOOD TRUCK SHOWCASES THE DELICIOUS CULTURE OF MACAO, CHINA, THROUGHOUT SAN FRANCISCO

... states, California, San Francisco - 05-28-2019 (PRDistribution.com) — Five-Day Celebration with Interactive Food Experiences



Macao Government Tourism Office USA
May 29 · 🌐

Dreaming of Macanese cuisine? Visit our free pop-up food truck from May 30 through June 3 on the streets of San Francisco to try some of our favorite dishes! <http://visitmacaochina.com/>

Macao Government Tourism Office USA
Sponsored · 🌐
San Francisco, we're coming for you! Find our free pop-up food truck from May 30 through June 3 to discover all the flavors of Macao. <http://visitmacaochina.com/>



👍 🍌 🍷 78 1 Comment 20 Shares
Like Comment Share



MARKETING RESULTS

PAID BROADCAST PROGRAM

- ❖ 20+ million viewers across 1 televised placement, commercial segments and corresponding online placements

PAID PRESS RELEASE

- ❖ 200+ syndications across local and national outlets

PAID SOCIAL PROGRAM

- ❖ Post Engagements: 450
- ❖ Cost per Result: \$2.82
- ❖ 368,811 reach
- ❖ 550,313 impressions

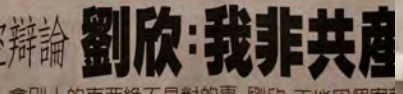
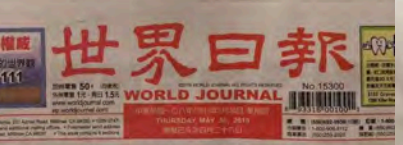
MGTO-USA SOCIAL PROGRAM

- ❖ 899,486 total reach
- ❖ 1,458 total engagements
- ❖ 40+ MGTO-USA posts across Instagram, Instagram stories and Facebook

The @macaousa food truck is hitting the streets of SF this week! Got a sneak peek today of the free treats they'll be serving up to introduce San Franciscans to the gastronomy of Macao. Did I mention they're also giving away a trip, too?!
[#wowmacao](http://visitmacaochina.com)



9:31 PM - 29 May 2019 from San Francisco, CA



期五天免費澳門美食車活動將在

【僑報訊】為了展示澳門文化，澳門特区政府旅游局与华僑（MCTO-USA）定于5月30日至6月3日，在旧金山举办为期五天的免费美食车活动。美食车将会以全新的面貌和文饰面，吉祥物（美食）将现身旧金山5个热门地点停留，让市民能够近距离感受澳门「街头小吃」的魅力。澳门特区政府旅游局



▲澳門美食車在加州開展活動時獲得熱烈反應。澳門特区政府旅游局提供



为新一在成功所界进一步我，深心为地活新成便三代我作功的境增山。金山的化和味識，那好游享和记来以的澳们游到特的好，情得丁，以迎这能，新澳门的

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自前年举办了16届活动中，新增地点，在400多年来中西建筑、艺术、宗教、美食、社区等文化在澳门交汇融合，多元共存。自1999年12月20日，澳门回归祖国之日起，由昔日的小渔村，逐渐发展成

PUBLIC RELATIONS RESULTS

MEDIA COVERAGE

- ❖ Broadcast coverage on Skylink TV and KTSF 26
- ❖ Print coverage in World Journal, Sing Tao Daily, The China Press
- ❖ Online coverage on KTVN.com (2 News), SFO Connect, Sohu.com, Apple Daily, Sina US, SVC Media
- ❖ 8+ million total earned impressions

INFLUENCER SOCIAL MEDIA COVERAGE

- ❖ 85+ Instagram Stories
- ❖ 10 social media posts



CONSUMER EVENT RESULTS

PROGRAM TOTALS

- ❖ 51,890 consumer in-person impressions
- ❖ 6,225 food samples
- ❖ 1,800 promotional materials

CONSUMER FEEDBACK

- ❖ "One bite and I want to try all of them. This is really really good."
- ❖ "It was all really tasty and I learned a lot today. I want to go to Macao now!"
- ❖ "Why wouldn't you go to Macao is the question!"
- ❖ "This truck enlightened me about a world that I've never been to and I'd like to check Macao out! I'm thankful for this experience."



MACAO'S MOBILE CAFÉ RECAP VIDEO

[LINKED HERE](#)



謝謝

OBRIGADO

THANK YOU