

Oct - Nov 2025 Newsletter



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President's Message

(2025-2026)



Dear APacCHRIE Members:

It is with deep honor and humility that I step into the role of president of APacCHRIE for the 2025-2026 term. I extend my warmest greetings to each of you from across the Asia Pacific region and beyond.

I would also like to sincerely thank our founding president and all past presidents for their visionary leadership and dedication. Their contributions have laid a strong foundation for APacCHRIE's growth and influence across the region.

I am committed to continuing their remarkable legacy they have built.

For the year ahead, I invite you to join me in embracing three guiding themes:

Empathy, Connection, and Insight.

Empathy is the heart of hospitality. As educators, researchers, and practitioners, we lead with understanding. Our ability to listen deeply and to act compassionately defines the strength of our community.

Connection is our foundation. APacCHRIE is more than a network. Over the coming year, I hope to foster richer collaborations and a renewed sense of belonging among our members.

Insight is our shared future. Our collective knowledge shapes the hospitality and tourism industry. Let us continue to spark new ideas, question with courage, and build a better future through shared wisdom.

I am committed to listening, learning, and leading with openness.

I look forward to meeting many of you.

Together with all our members, we will make APacCHRIE stronger and more meaningful.

Thank you for your trust and passion!

Yours sincerely,

Kyungsoo Han

President, APacCHRIE (2025-2026)



OSAKA JAPAN
May 28–31 2026

24th APacCHRIE Conference 17th APacCHRIE Youth Conference

Futurizing Tourism and Hospitality: Embracing New Challenges and Innovation

www.APacCHRIE2026.org



Main Conference

First announcement and Call for Papers

DEADLINE FOR SUBMISSION

Deadline for abstracts or full paper submission: **6pm March 13, 2026 (Hong Kong Time)**

Final Version Submission: **6pm April 5, 2026 (Hong Kong Time)**

Ritsumeikan University Business School (RBS), together with **The Hong Kong Polytechnic University's School of Hotel and Tourism Management (SHTM)** invites you to the APacCHRIE 2026 Conference in Osaka, Japan from **May 28 to 31, 2026**.

This conference is a venue to meet Hospitality and Tourism Academia and Industrial Practitioners and to further discuss rapidly-shifting industrial trends. With the theme "Futurizing Tourism and Hospitality: Embracing New Challenges and Innovation", we welcome all delegates to Osaka, the City of excitement!

Who Should Attend

- Academics and educators in tourism and hospitality
- Managers in hospitality and tourism businesses
- Trainers in tourism and hospitality
- Tourism and hospitality researchers and industry consultants
- Inter-regional organizations with interest in tourism and hospitality industry
- Administrators of tourism and hospitality management educational programs
- Tourism and hospitality industry executives and representatives of multi-national firms
- Financial institutions and tourism industry investors
- Tourism policy makers and national tourism organization directors
- Students and graduates of tourism and hospitality management

Call for Papers

This Conference, open to academics, professionals and graduate students from the Asia-Pacific region as well as other parts of the world, is an excellent opportunity for presentation and sharing of peer reviewed (double-blind) research. It will likewise provide a robust sharing and exchanges among academic communities and practitioners, on a broad range of topics related to trends and developments in tourism and hospitality.

We invite abstracts and/or full papers in relation to the theme "Futurizing Tourism and Hospitality: Embracing New Challenges and Innovation", including but not limited to the following in the context of tourism and hospitality (T&H):

- Innovation issues in Tourism and Hospitality
- AI for Tourism and Hospitality
- Emerging ICT issues in Tourism and Hospitality
- Environment, Social and Governance (ESG) in Tourism and Hospitality
- Destination Management and Marketing
- Event Tourism and MICE
- Regenerative Tourism
- Special Interest Tourism (SIT)
- Creativity and Culture in Tourism and Hospitality
- Critical Issues and Cases in Tourism and Hospitality Business
- Management and Marketing in Tourism and Hospitality
- Tourism Logistics
- Tourist Experiences and Changing in Tourist Behaviors
- Service Designs in Tourism and Hospitality
- Tourism Impacts
- New Trends in Tourism and Hospitality
- Other Topics Related to Tourism and Hospitality



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Main Conference

First announcement and Call for Papers

General Paper Submission Guidelines

01. All submissions and papers must be written in English.
02. Contributions from either individual author or multiple authors are welcomed.
03. Two types of submissions are accepted:
 - Abstract (maximum 1,500 words including the reference section) or
 - Full paper (maximum 7,000 words including the reference section)
04. Submissions must be original and should not have been previously published or currently under review for publication elsewhere.
05. The author's name and affiliation should be shown only on the cover page of the manuscript. They should not be indicated anywhere in the paper.
06. Submissions may be accepted either for Stand-up or Poster presentations based on the quality of paper and author's preference.
07. Once the submission is accepted, at least one of the authors must register and present at the conference.
08. Papers will be presented in either oral (i.e. stand-up presentation) or visual (i.e. poster) form.
09. Authors will have the option to have either their abstract or full paper included in the conference proceedings to be published electronically.
10. All contributions should follow the format and style prescribed by the Publication Manual of the American Psychological Association (APA, 7th edition).
11. Tables and Figures (300dpi) should be clearly labelled in the format and style prescribed by the Publication Manual of the American Psychological Association (APA, 7th edition) and suitable for direct reproduction.
12. Authors will retain full copyright to their work and the conference organizers are making no claim on the copyright.
13. Best paper awards will be competitively selected by the Best Paper Review Committee after assessing the final version of Full Paper (maximum 7,000 words including the reference section) submitted.

Contact Information

For any inquiries on the conference, please contact info@apacchrie2026.org

For the abstract/full paper template, please visit <https://www.apacchrie2026.org/cfp/index>

Please submit abstracts or full papers to apacchrie2026.papers@polyu.edu.hk

For inquiries on abstracts or full papers submission, please email at apacchrie2026.papers@polyu.edu.hk

Paper Chairs

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2025.9.16 updated

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Who Should Attend

- Undergraduate students in tourism and hospitality management

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07. The author's name and affiliation should be shown only on the cover page of the manuscript. They should not be indicated anywhere in the paper.
08. Once the submission is accepted, at least one of the authors must register and present at the conference.
09. Papers will be presented in an oral (i.e. stand-up presentation) form.
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Paper Chair

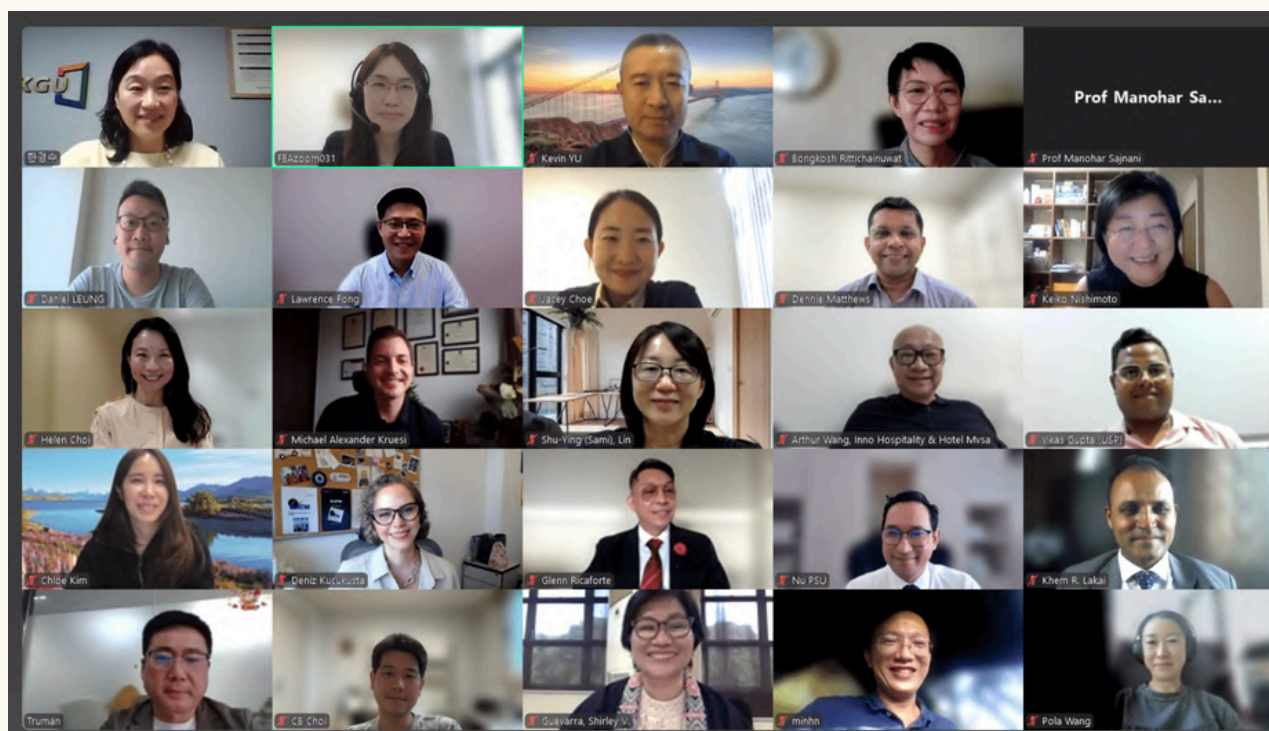
A/Prof. Yoichi Shigetani
Faculty of International Studies, Hannan University
Email: paper@apacchrie2026.org

Online APacCHRIE Current Board Meeting

We just wrapped up our first online board meeting led by our newly appointed President and joined by our amazing board members for the 2025/26 term! 🥰

A warm welcome to our new board members, and also heartfelt thank you to our leaders for their continued support and inspiration! ✨

We are excited about our new initiatives for the year ahead. Stay tuned for more updates!



#APacCHRIE #BoardMeeting #NewTerm #Teamwork #Goals #Initiatives #OnlineMeeting #AsiaPacific
#NewBoardMembers

2025 ICHRIE Conference



2025 ICHRIE Conference was successfully held on 18-20 June 2025 in Indianapolis, Indiana USA. Prof. Kyungsoo Han represented APacCHRIE to join the conference and was inducted as President. We were proud to learn that the University of the Philippines ESD Alpha Chapter was awarded the Dr. Lea Dopson Eta Sigma Delta Chapter of Distinction 2025 at the Awards Ceremony. Congratulations to the UP ESD Alpha Chapter!



Country Report SINGAPORE

"Over 100 years ago, this was a mud-flat, swamp. Today, this is a modern city. Ten years from now, this will be a metropolis. Never fear." - Lee Kuan Yew (1965)

Singapore's Tourism Industry Overview

Singapore's tourism industry demonstrated consistent strength throughout the 2010s, with visitor arrivals rising across the decade to reach a peak of 19.1 million in 2019. However, as shown in Figure 1, the COVID-19 pandemic caused a sharp decline to 2.7 million arrivals in 2020.

By 2024, international visitor arrivals had recovered to 16.5 million, a 21% increase over 2023, led by Mainland China, Indonesia, and India with 3.1, 2.5, and 1.2 million visitors, respectively. This momentum continued into mid-2025 (Singapore Department of Statistics, 2025), with full-year arrivals projected at 17.0 to 18.5 million (Singapore Tourism Board, 2025a).

Although visitor arrivals have not yet returned to the 2019 peak, tourism receipts have already reached new highs (Singapore Tourism Board, 2025b). As shown in Figure 2, receipts totalled SGD 29.8 billion in 2024, exceeding the previous record of SGD 27.7 billion set in 2019. For 2025, the Singapore Tourism Board (STB) projects receipts of SGD 29.0 to 30.5 billion (Singapore Tourism Board, 2025a).

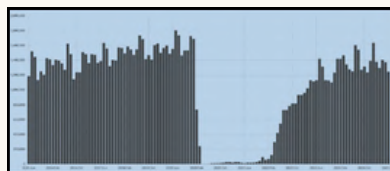


Figure 1: Visitor Arrivals to Singapore 2015-2025 (Monthly)

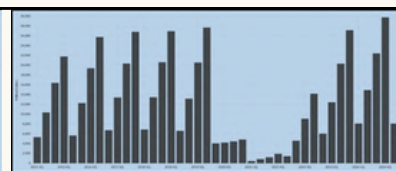


Figure 2: Singapore Tourism Receipts 2015-2025 (Quarterly)

(Data obtained from Singapore Department of Statistics at: <https://tablebuilder.singstat.gov.sg>)

These figures reflect the effectiveness of Singapore's enhanced tourism strategy. Rather than reverting to pre-pandemic models, the country's tourism industry has adopted a more focused, capability-led approach that leverages national strengths to elevate the visitor experience and attract higher-value segments (Singapore Tourism Board, 2025a).

Singapore's Current Tourism Strategy

Singapore's current tourism strategy seeks to reposition the destination through a refined approach that capitalises on the country's competitive advantages. Anchored in investments with an emphasis on destination enhancement, workforce capability building, and technology integration, the strategy concentrates resources on Singapore's core capabilities and reinforces these strengths to advance specialised offerings for well-defined target markets. According to STB Chief Executive Melissa Ow, the emphasis is on shifting "from volume to value" (Singapore Tourism Board, 2025a; The Straits Times, 2025).

Supported by strategic partnerships, Singapore has already made significant strides. Collaboration with digital travel platforms such as Skyscanner, Expedia, and Agoda has enabled co-developed product innovations, curated experiences, and customer journey improvements. Moreover, expanded air links and travel facilitation through collaborations with AirAsia, Changi Airport Group, Scoot, Singapore Airlines, and Air India have further eased access. Together with targeted marketing campaigns, these partnerships have lifted interest and conversion in priority markets (Singapore Tourism Board, 2025a).

Moreover, improvements to the visitor experience and facilitated access have been complemented by three targeted pull factors. First, high-profile concerts by performers such as Taylor Swift, Coldplay, and Ed Sheeran have lifted demand. Second, investments in new and enhanced attractions, including Harry Potter: Visions of Magic at Resorts World Sentosa, the Studio Ghibli exhibition at the ArtScience Museum, and the immersive Sentosa Sensoryscape, have broadened tourism offerings and deepened appeal. Finally, on the business front, targeted branding, supported by the Singapore MICE Advantage Programme (SMAP) and the In Singapore Incentives & Rewards (INSPIRE) programme, together with organiser incentives, capability-building grants, and training and sustainability standards, positions the destination as a leading hub for meetings, incentives, conventions and exhibitions. In combination, these initiatives are driving demand for inbound travel and, as a result, measurable increases in secondary spending across hotels, retail, and dining, among others (Singapore Tourism Board, 2022; Singapore Tourism Board, 2025a).

Taken together, this multifaceted approach differentiates Singapore and lays a strong foundation for sustained, value-led growth. However, Ms Ow underscores the need to also maintain focus on narrative and reputation, to "tell a Great Singapore Story to our global audiences to drive travel demand" (Singapore Tourism Board, 2025b).

Strategic Challenges and Future Outlook for Singapore

Tourism receipts are projected to reach between SGD 47 and 50 billion by 2040, roughly 70% above the 2024 high, with spending expected to continue outpacing visitor arrivals. These projections are framed and guided by the Tourism 2040 roadmap for sustainable quality-led growth. However, while recent performance has been strong, Ms Ow cautions that progress could be hindered by intensifying competition, failing to seize opportunities proactively, and a loss of focus on the long-term vision (Singapore Tourism Board, 2025b). She emphasises that success in the Tourism 2040 vision rests on three key pillars:

1. Capturing demand from high-potential growth opportunities, including MICE expansion and stopover conversion, in tandem with the opening of Changi Airport Terminal 5;
2. Strengthening Singapore's destination attractiveness through compelling products and experiences; and
3. Developing Singapore's tourism industry through investment promotion and capability building.

Overall, with strong momentum and a clear path ahead, realising these ambitions is well within reach. Singapore already stands out as a leading destination, with a clear vision, the highest quality of service and a tourism strategy that ranks among the best globally. Why not plan a visit to Singapore and experience this first-hand?

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DR. MICHAEL A. KRUESI
COUNTRY REPRESENTATIVE -
SINGAPORE

Country Report on FIJI ISLANDS

A sunset at the Warwick Resort in Fiji Islands; Photo Courtesy: Vikas Gupta



An island nation of over 330 islands in the middle of the South Pacific, Fiji is recognized for its pristine beaches, extensive aquatic life, and diverse cultural heritage. Fiji, which has an estimated population of about 930,000 and English as one of its official dialects, is connected to the larger region of the Asia-Pacific both culturally and geographically (Gupta and Sharma, 2024). Suva, the nation's capital, is home to important governmental organizations and colleges and universities, making it the administrative and intellectual center of the entire country. As a democratic system of government with comparatively stable political conditions, the country is considered as a preferred and safe travel, educational, and business destination.

Tourism plays a central role in Fiji's economy, contributing nearly 38% to GDP when both direct and indirect impacts are considered (World Bank, 2024). When direct and indirect effects are taken into account, tourism accounts for around 38% of Fiji's GDP, making it a major contributor to the country's economy (The Fiji Times, 2025). The industry is ingrained in Fijian culture and provides significant employment, especially for women and young people. World-class scuba diving, sustainable tourism, health retreats, and authentic cultural encounters based on indigenous Fijian customs are among the main tourism attractions (Gupta and Matatolu, 2025). Australia, New Zealand, the United States, China and other Pacific countries are Fiji's top tourist markets. The post-COVID recovery in Fiji has been positive, with an increased focus on eco-friendly travel strategies that put community involvement and environmental sustainability first (Tourism Fiji, 2025). Fiji achieved a record high in visitor arrivals in 2024, welcoming 982,938 international visitors, reflecting a 5.7% increase from 2023 (Statsfiji.gov.fj, 2025). Of these, 79.0% (776,784) traveled for holidays, 8.3% (81,907) visited friends or relatives, 2.2% (21,232) came for business, and the remaining 10.5% cited other purposes (Statsfiji.gov.fj, 2025). Tourism revenue saw continued growth, with the sector raking in approximately US \$1.7 billion in 2024, contributing about 40% of GDP and directly supporting more than 120,000 jobs (The Australian.com.au, 2025).

Additionally, Fiji has made significant progress in integrating community-based and sustainable practices into the travel industry. Many communities actively engage in ecotourism endeavors, guaranteeing that local populations get the financial benefits (Reddy et al., 2024). Both formal education and tourism encounters place a strong emphasis on environmental awareness and marine protection. The nation's proactive approach to its vulnerability to cyclones and rising sea levels is shown in its incorporation of disaster readiness and climate change adaptation in educational offerings. In addition to being crucial for the nation's resilience, these initiatives also meet international standards for ethical travel. Fiji is continuously expanding its track record and capabilities in the tourism and hospitality education sector. Diploma and degree programs in hotel administration, culinary arts, and tourist studies are offered by institutions like the University of the South Pacific (USP), the Fiji National University (FNU), and various private colleges (USP, 2025). Indigenous knowledge, sustainability, and hands-on industrial participation are being progressively integrated into these programs. Universities and resorts frequently establish partnerships that give students practical experience through internships and employment opportunities.

Fiji offers tremendous economic potential despite certain persistent challenges, especially while working with regional partners. As APACHRIE's representative, Fiji contributes a distinct island perspective to conversations about responsible tourism development and hospitality education. Research projects and short-term training programs that cater to the unique requirements of small island developing nations have a lot of potential to grow. Furthermore, with programs specifically designed for Pacific Island students and educators, Fiji is well-positioned to act as a regional center for tourism education and support the Asia-Pacific region's common goal of inclusive, top-notch hospitality education.

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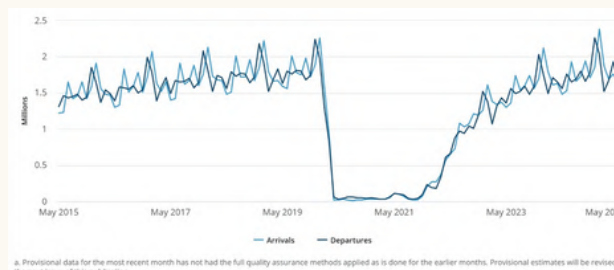
DR. VIKAS GUPTA
COUNTRY REPRESENTATIVE
FIJI ISLANDS

Country Report AUSTRALIA

International tourism recovery

Australia's tourism industry is rebounding strongly from the COVID-19 pandemic. International visitor spending is expected to reach pre-pandemic levels by 2025. In May 2025, the Australian Bureau of Statistics reported a total of 1,659,520 arrivals, which is a 12.2% increase from the previous year. This growth shows the strength of the visitor economy, which had already set records for tourism jobs and businesses according to the 2024 Visitor Economy Annual Benchmark Report. The report highlighted the social and environmental benefits of Australia's visitor economy, including improved environmental sustainability rankings, more engagement with First Nations cultural experiences, and a better recognition of Australia as a top travel destination among international visitors.

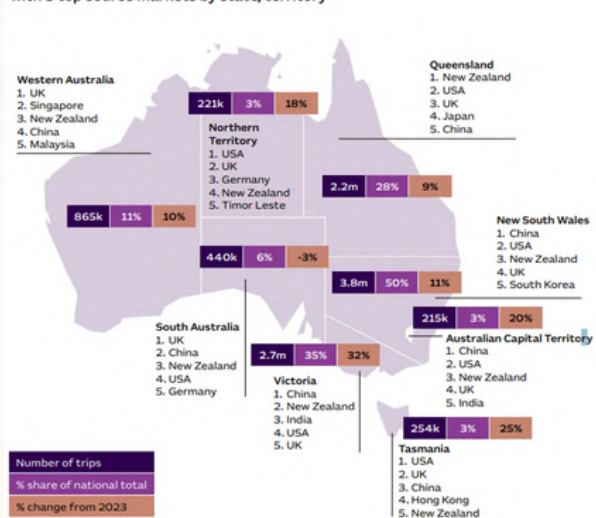
Total overseas arrivals and departures, May 2025 - June 2025 (a)



(Source: Australian Bureau of Statistics, Overseas Arrivals and Departures, Australia May 2025)

The fast growth of tourism comes from an increase in holidaymakers and flight capacity in Australia. New codeshare agreements, for example, the partnership between Air India and Virgin Australia, support this trend. There will be more direct flights to Australia in response to rising traveller demand. Particularly, Cathay Pacific plans to double its daily services starting 27 October 2025, to accommodate the expected high demand for the summer holiday season in the Southern Hemisphere. Tourism Australia estimates an additional five million international arrivals over the next four years, bringing the total to a record 13.19 million by 2029. The Asian markets are expected to be a key driver of future growth. Significant increases in India, Vietnam, and South Korea have been witnessed, with India's flight capacity reaching 346% of pre-pandemic levels as of April 2025. According to Tourism Australia's Managing Director, Asian markets saw a 100% increase from 2010 to 2019 and are expected to grow by another 50%. Countries like China, Japan, India, South Korea, Singapore, and Malaysia will remain in Australia's top 15 international tourism markets, according to Travel Weekly Asia. At a state and territory level, significant contributions are seen from South Korea (to New South Wales), India (to Victoria), Japan (to Queensland), and Singapore (to Western Australia). Besides, China has made the biggest impact on international arrivals in most states and territories.

International trips to Australia in 2024, with 5 top source markets by state/territory



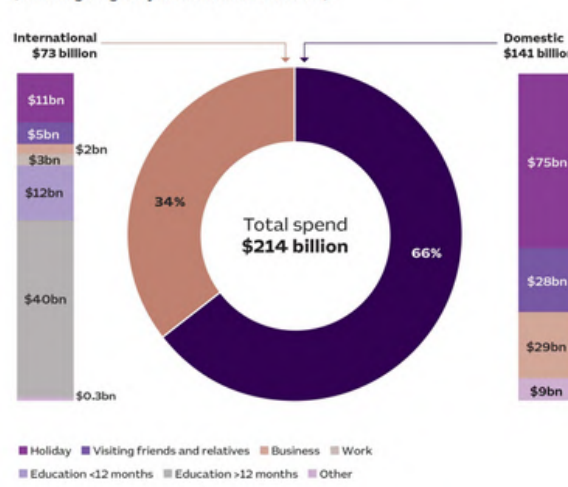
(Source: Tourism Research Australia, Australia's visitor economy in 2024
<https://www.ra.gov.au/en/economic-analysis/annual-benchmark-report#ref3>)

Targeting more of China's wealthy travellers to visit, Tourism Australia has entered into a strategic partnership with Trip.com through a three-year Memorandum of Understanding (MoU). The collaboration is expected to strengthen destination marketing and support the creation of travel packages that suit the preferences of the Chinese outbound travellers. A key part of this partnership is to leverage Trip.com's advanced artificial intelligence and extensive data processing capabilities to improve visitor experiences by making travel planning and booking easier in more personalised ways. Beyond the Chinese market, this partnership also helps Tourism Australia reach other important regions, including Singapore, Malaysia, India, and Japan.

Domestic tourism growth

Domestic travel in Australia showed solid growth in 2024, with residents continuing to travel widely across the country. Tourism Research Australia reported that the domestic market logged 115 million overnight trips, a 2% increase from 112.6 million in 2023. However, total domestic visitor nights dipped slightly by 1.2%, going from 402.4 million in 2023 to 397.5 million in 2024. Despite lower discretionary spending, consumer travel intentions remained strong with a desire for connection, exploration, and relaxation.

Total visitor spend in Australia in 2024 by traveller type (including long-stay international students)



(Source: Tourism Research Australia, Australia's visitor economy in 2024
<https://www.ra.gov.au/en/economic-analysis/annual-benchmark-report#ref3>)

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DR EERANG PARK
COUNTRY/REGIONAL REPRESENTATIVE AUSTRALIA

Country Report

NEW ZEALAND



Figure 1: Kalkoura Peninsula Walkway, Christchurch. <https://www.tourismnewzealand.com>

New Zealand's Visitor Statistics

In the year ending March 2025, New Zealand recorded approximately 3.32 million overseas visitor arrivals—up from 3.14 million in the year ending March 2024—marking a continued recovery of international tourism following the COVID-19 pandemic (Stats NZ, 2025). Although this figure reflects a 5.6 percent year-on-year increase, it remains 13 percent below the pre-pandemic peak of 3.87 million recorded in March 2019.

Australia remained the largest source market over the twelve-month period, with over 1.3 million arrivals. Strong growth was also observed from the United States (379,000 visitors), China (248,000), and the United Kingdom (188,000), all of which contributed significantly to the rebound (Stats NZ, 2025). The increase in visitors from China is particularly notable, given the sharp decline during the pandemic and the gradual reinstatement of flight connections. Some emerging markets, particularly India, have demonstrated stronger recovery patterns, with visitor numbers now exceeding pre-COVID levels. This growth has been supported by targeted tourism marketing and expanded aviation routes. Meanwhile, long-standing markets such as Australia and the United States are steadily approaching 2019 levels but have not yet fully recovered.

Overall, international visitor arrivals in the March 2025 year reached approximately 86 percent of 2019 volumes. While this demonstrates substantial progress, the uneven pace of recovery across source markets suggests that further work is needed to rebuild tourism flows fully. These figures highlight a positive trajectory for the tourism industry, though sector leaders are increasingly focused not just on volume, but also on attracting high-value visitors and supporting more sustainable tourism practices in line with national strategies.

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DR. POLA WANG
COUNTRY/REGIONAL REPRESENTATIVE
NEW ZEALAND

New Zealand Launches world first destination New Zealand Minecraft world to attract visitors



Figure 2: NZ Minecraft world

https://www.tourismnewzealand.com/news-and-activity/tourism-new-zealand-launches-world-first-destination-new-zealand-minecraft-world-to-attract-visitors/?utm_source=chatgpt.com

In March 2025, Tourism New Zealand launched Aotearoa New Zealand, the world's first official destination-themed downloadable content (DLC) in Minecraft, as part of its wider efforts to engage global audiences through immersive digital storytelling (Tourism New Zealand, 2025a). Developed in collaboration with mana whenua, Warner Bros., Mojang Studios, and local creative partners, the campaign brings six iconic New Zealand locations into the Minecraft universe: Waitomo Caves, Te Puia in Rotorua, Kāpiti Island, Abel Tasman, Tekapo, and Doubtful Sound.

The DLC allows players to paddle a waka, explore glowworm caves, and stargaze in Tekapo, guided by Māori non-player characters within a digitally recreated whareniui developed with support from Te Puia (Te Puia, 2025). The project also embeds environmental messages aligned with the Tiaki Promise, encouraging care for people and place. The campaign aims to inspire travel among Minecraft's global user base, with embedded links to real-world itineraries (Tourism New Zealand, 2025a). The initiative reflects a broader strategy to promote New Zealand as a culturally rich, digitally innovative destination. According to Business Events New Zealand (2025), the campaign is expected to generate significant brand value and future visitation by engaging younger, tech-savvy audiences through interactive media.

Tourism New Zealand's Campaign: Find your 100% Pure New Zealand



Figure 4: https://www.tourismnewzealand.com/news-and-activity/tourism-new-zealand-invites-the-world-to-find-their-100-pure-new-zealand-in-new-global-campaign/?utm_source=chatgpt.com

In June 2025, Tourism New Zealand launched a refreshed version of its long-standing global brand, 100% Pure New Zealand, through the campaign titled Find your 100% (Tourism New Zealand, 2025b). This updated approach invites international visitors to seek their own personal connection with New Zealand, whether through nature, adventure, culture, or wellbeing. The campaign reflects a shift from traditional scenic promotion to more emotionally resonant storytelling that centres individual traveller experiences.

Developed in partnership with TBWAZN, the campaign includes digital tools such as an interactive trip planner and video content tailored to key international markets including Australia, China, the United States, and India (Campaign Brief, 2025). The visual style features immersive, intimate moments—such as stargazing from remote hot pools—intended to evoke a sense of personal discovery.

The campaign is supported by NZ\$13.5 million in government investment to strengthen New Zealand's presence in competitive global markets and help restore tourism following COVID-19 disruptions (MBIE, 2025). With its emphasis on emotional engagement and values-driven travel, Find your 100% reflects a contemporary evolution of destination marketing aligned with current visitor motivations.

Country Report MACAU

The House of Dancing Water has returned to Macau!

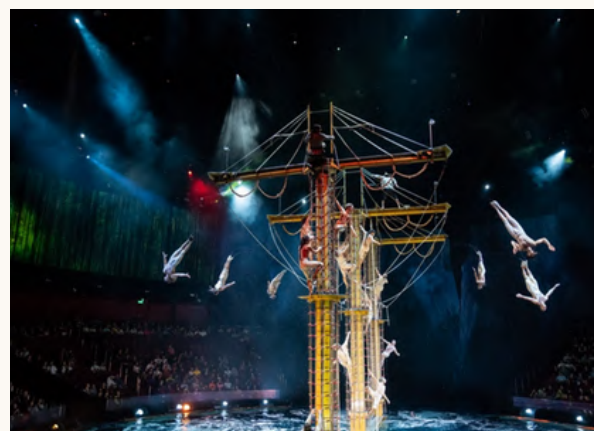
The original version of the House of Dancing Water was created by Franco Dragone, who was one of the founding members and a key director of Cirque du Soleil, a Canadian entertainment company renowned for its innovative circus performances. The House of Dancing Water started in Macau in 2010 and since then, it became a must-see attraction for tourists in Macau. To briefly share my personal experience, I booked tickets for the House of Dancing Water for my family in January 2020, but the show was canceled due to the outbreak of COVID-19. During the pandemic, the House of Dancing Water stopped and all the performers from around the world returned to their countries. We were unsure if we would ever be able to watch the House of Dancing Water again in Macau. After five years, the show has returned to Macau! Melco Resort and Entertainment has invested over 2 billion RMB (approximately 274 million USD) in the new version of the House of Dancing Water. Finally, I have watched the show in May 2025, after waiting for all those years. The show was amazing and spectacular! The new version of the House of Dancing Water is being directed by Giuliano Peparini, a well-known Italian choreographer, dancer, and director. Aside from the elements of circus and water, the entire concept, story, stage, technology, and performances of the House of Dancing Water have changed, providing novel and immersive experiences for visitors. I was so amazed to witness how the water stage changed so quickly; sometimes it was full of water, and sometimes it drained away almost instantly. The House of Dancing Water is not simply a "water show," but rather a show that integrates advanced technology with aerial acrobatics and motorbike stunts, which is truly amazing. The story is based on traditional Chinese mythology with modern adventure.

Macau government, especially since the introduction of the 2024–2028 Development Plan for Appropriate Economic Diversification, has placed a high priority on developing non-gaming sectors, particularly tourism and entertainment, health, finance, technology, and exhibitions. The entertainment industry, with shows like the House of Dancing Water, helps Macau depend less on revenue from gambling. Furthermore, the House of Dancing Water plays a crucial role in Macau's tourism industry as the city increasingly put a lot of importance on entertainment and non-gaming attractions in line with the government's "1+4" economic diversification strategy. Macau welcomed over 20 million visitors in the first half of 2025, with attending shows like the House of Dancing Water and various concerts being key attractions for travelers. Large-scale entertainment products invested by integrated reports in Macau help Macau reposition itself not just as a gaming destination, but as a city for culture, entertainment, and fun. So, if you have not watched the House of Dancing Water in Macau, I highly encourage you to do so! You will be amazed by the performances, and you can witness the growth of the entertainment industry in Macau!

House of Dancing Water / Photograph = Melco Resort and Entertainment



House of Dancing Water / Photograph = Melco Resort and Entertainment



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DR. JACEY CHOE
REGIONAL REPRESENTATIVE, MACAU

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