



GEG and UTM Co-Organize Community Tourism Training Programs to Expand Team Members' Understanding for Community Tourism and Culture

December 30, 2025 – Galaxy Entertainment Group (“GEG”) remains committed to supporting the Macau SAR Government’s efforts to promote community tourism by introducing diverse initiatives that showcase the city’s cultural heritage and distinctive attractions. This year, GEG partnered again with the Macao University of Tourism (“UTM”) to launch the “Experience Macao with GEG” program for the second consecutive year. Featuring the “Immersive Study Program” and thematic seminars focused on Macau’s fusion of Chinese and Western cuisine and folk customs, the program helped GEG’s frontline team members, particularly those in customer services, deepen their knowledge of local culture and tourism resources, enabling them to better highlight Macau’s unique charm to both residents and visitors. Recently, GEG hosted a graduation ceremony at the Ballroom of Banyan Tree Macau in Galaxy Macau™, presenting certificates to 50 team members who successfully completed the “Immersive Study Program”.

Distinguished guests in attendance included Dr. Cindia Lam, Dean of the Institute of Executive and Professional Development of UTM; Mr. Michael Chan, Coordinator for Heritage and Tourism Courses of UTM; Ms. Phoebe Lei, Lecturer of the Institute of Executive and Professional Development of UTM; Mr. Bill Lu, Senior Vice President of Human Resources of GEG; Mr. Keith Koh, Vice President of Training and Development of GEG; Mr. Peta Ho, Assistant Vice President of Training and Development of GEG. The “Immersive Study Program”, held in October and November, provided a four-day training that combined classroom learning with onsite tours for team members from various frontline operational departments, including F&B, Hotel Services, and Integrated Resorts. The program included lectures on the “Macao New Eight Scenic Spots”, an overview of the city’s World Heritage sites and their preservation, and the origins of Macanese cuisine. Guided by UTM’s professional instructors, participants toured the “Historic Centre of Macao” and the old town of Taipa, gaining deeper insights into the community’s cultural and tourism resources. They also visited GEG’s revitalization project, the Lai Chi Vun Shipyards, where they learned about Macau’s shipbuilding and fishing history, and explored how the project integrates technology, family-friendly, leisure, and cultural elements to preserve heritage while infusing new vitality.

At the graduation ceremony, Ms. Phoebe Lei also introduced team members to Macau’s folk customs shaped by the integration of Chinese and Western cultures. Her presentation deepened understanding of Macau’s cross-cultural community, enabling team members to better promote the city’s diverse cultural charm to visitors. In June, Ms. Amy Lo, lecturer from the Institute of Executive and Professional Development of



UTM, also delivered a seminar on Macau's culinary culture that blends Chinese and Western influences. She analyzed the city's long-standing and unique Macanese gastronomy, offering frontline team members an opportunity to deepen their knowledge and refine their skills in sharing Macau's vibrant culinary heritage with visitors. Together, the two seminars engaged about 400 GEG's frontline team members from F&B, Hotel, Customer Services and related departments.

Over the years, GEG has actively supported the Macau SAR Government's initiatives on developing community tourism. By supporting and organizing a wide range of cultural, leisure, and tourism-related activities, GEG promotes the integration of local cultural characteristics with tourism resources, striving to advance community tourism and showcase Macau's diverse appeal as a "World Centre of Tourism and Leisure". Since 2023, GEG has participated in the revitalization of the Lai Chi Vun Shipyards area, incorporating technological and multimedia displays to showcase Macau's traditional shipbuilding history and culture, alongside family-friendly facilities, recreational spaces, festive markets and cultural performances co-organized with local SMEs and various associations in the community. In addition, GEG officially launched the "Ice Skating Carnival" at the Lai Chi Vun Shipyards during the Christmas holidays, attracting a large number of residents and visitors who came together to celebrate. All reservation slots for the real ice-skating rink were filled rapidly, demonstrating the public's enthusiasm. The carnival also features photo installations and a winter bazaar, and will continue on December 31, 2025, January 1, 2026, and every weekend through January 25, 2026, with free admission for the public.

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Photo Captions



P001: GEG partnered with the UTM to launch the “Experience Macao with GEG” program for the second consecutive year, and hosted a graduation ceremony recently to present certificates to 50 team members who successfully completed the “Immersive Study Program”.



銀娛 GEG



P002: The “Experience Macao with GEG” program invited UTM’s lecturers to deliver thematic seminars focused on Macau’s fusion of Chinese and Western cuisine and folk customs, engaging about 400 GEG’s frontline team members from F&B, Hotel, Customer Services and related departments.



P003: The “Immersive Study Program” provided a four-day training that combined classroom learning with onsite tours for team members from various frontline operational departments, including a visit to the GEG’s revitalization project, the Lai Chi Chun Shipyards.