

通過研究假日和節慶活動與客流的關系探析影響澳門旅遊的推拉機制

研究表明，不同類型的公共假期、長假政策以及節慶活動對中國大陸的日常旅遊需求產生獨特影響。

一項由澳門旅遊大學及中山大學研究人員進行的新研究，為解讀澳門遊客量在特定日期出現高峰與低谷的原因提供了新視角。該研究通過考察中國大陸遊客對公共假期、調休安排及重大旅遊活動的反應，為傳統上以經濟指標和深度學習“黑箱”為主的預測模型增添了更精細的分析維度。

這項研究提出了一個新視角：運用“推力—拉力”理論來解釋影響日常旅遊出行的動因。其中，“推力”指促使人們出遊的內在動力，例如利用假期休息的意願；而“拉力”則指吸引遊客的目的地特征，例如特色活動或娛樂項目。研究首次將這一行為分析視角應用於日常旅遊數據，有助於解釋傳統預測工具常常忽略的短期波動現象。

研究人員採用帶外生變量的自回歸模型，分析了2017年至2019年期間的每日旅客抵達數據，分別研究了不同節假日及活動對客流量的獨特影響。研究結果呈現出複雜的圖景：並非所有假日都能催生旅遊需求，部分節假日甚至會對出行產生抑制作用，而某些特定活動吸引遊客的能力則遠超其他活動。

這一發現打破了旅遊預測模型中“公共假日必然促進旅遊”的普遍假設，揭示出不同節假日會產生差異化、甚至相互矛盾的影響效果。

黃金周假期（春節與國慶節）能顯著提升旅客到訪量，這反映了其長假性質與休閒導向的特徵。相反，傳統上以家庭團聚為核心的節日，如除夕與中秋節，反而會降低出行規模——因為人們更傾向於留在家中團聚。

長假效應表現顯著：春節、勞動節及元旦的額外休假天數大幅提升了旅遊需求，這表明多日連休對旅行決策具有重要影響。然而，端午節、清明節等傳統節假日並未對日常旅客到訪量產生顯著影響。這表明，其文化內涵未必會直接轉化為實際的旅遊出行意願。

該研究最具創新性的貢獻之一，在於對“調休”政策的分析。這是中國大陸特有的假期安排模式，通過將周末調整為工作日來形成更長的連續假期。

研究發現，當週六調整為工作日時，旅遊需求會顯著下降；而將週日調整為工作日則未產生明顯影響。這種不對稱性表明，週六的工作安排對週末短途旅遊模式的干擾更為強烈，而這一洞見在以往的旅遊研究文獻中尚未被充分揭示。

提升知名度與獲取客源的博弈

澳門每年舉辦眾多節慶旅遊活動，從煙花大賽到美食節不一而足。但研究發現，僅澳門國際光影節能持續提升每日旅客到訪量。

包括澳門格蘭披治大賽車、澳門美食節及世界旅遊經濟論壇在內的其他活動，均未顯現出具有統計學意義的客流量影響。這一發現印證了先前研究的觀點：許多活動（特別是小型活動或面向專業人士的活動）可能主要起到品牌推廣作用，而非直接拉動旅遊客流。

對澳門的旅遊規劃者而言，這種差異至關重要：並非所有活動都能實現相同目標。有些活動旨在提升知名度，而另一些則直接帶來客源。

通過運用推拉理論重新解讀日常旅遊需求，研究人員強調：理解遊客在特定日期出行的動因，比單純關注客流量數字更具價值。

該研究最重要的實踐意義在於：節假日的旅遊效應不應被簡單同質化處理。每個節日都承載著獨特的文化內涵，從而對旅遊出行產生差異化影響。一方面，長假能顯著帶動旅遊需求，成為市場營銷和活動安排的關鍵窗口期；另一方面，調休政策的影響同樣不容忽視，在短期需求預測中應當加以考量。

研究結果指出，僅部分旅遊活動能顯著提升客流量，這凸顯了針對性投資與戰略性活動策劃的必要性。

最終，這項研究為政府及旅遊目的地營銷機構提供了更精細化的管理工具，有助於優化客流調控、資源配置，並設計出更契合遊客出行動機的活動方案。

研究人員介紹



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論文資訊

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Holidays, events, and tourist arrivals: The push and pull of travel to Macau

Study reveals how different public holidays, extended leave policies, and tourism events uniquely shape daily tourism demand from Mainland China

A new study conducted by researchers at the Macao University of Tourism and Sun Yat-sen University offers fresh insights into why tourist flows to Macau show spikes and declines on particular days. By examining how Mainland Chinese visitors respond to public holidays, Leave in Lieu arrangements, and major tourism events, the research adds a nuanced layer to forecasting models traditionally dominated by economic indicators and "black-box" deep learning.

The study proposes a new approach: using push–pull theory to interpret what motivates or discourages daily travel. While push factors encompass the internal motivations that drive people to travel, such as the desire to use a holiday break, pull factors refer to destination features that attract visitors, like events or entertainment. Applying this behavioral lens to daily tourism data for the first time, the research helps explain short-term oscillations that typical forecasting tools often overlook.

Using an autoregressive model with exogenous variables (ARX), the researchers analyzed daily arrival patterns from 2017 to 2019, individually looking at the distinct effects of each holiday and event. The results reveal a complex picture, as not all holidays create travel demand, some actively discourage it, and certain events attract visitors far more than others.

This goes against the common assumption in tourism forecasting models that public holidays uniformly boost

travel, underlining that different holidays have different, sometimes contradictory, impacts.

Golden Week holidays (Chinese New Year and National Day) strongly increase arrivals, reflecting their long-duration, leisure-focused nature. In contrast, traditionally family-oriented holidays, such as Chinese New Year's Eve and the Mid-Autumn Festival, actually reduce travel as people prioritize staying home for reunions.

Extended holidays amplified the effect: additional days off during Chinese New Year, Labour Day, and New Year's Day significantly boosted tourism demand, showing the importance of multi-day breaks for trip decisions.

No meaningful effect on daily arrivals was registered during holidays like the Dragon Boat Festival and Qing Ming, suggesting that their cultural meaning may not translate into travel intentions.

One of the most innovative contributions of the study is its examination of Leave in Lieu, a policy unique to Mainland China where weekends are sometimes converted into working days to create longer holiday periods.

The findings reveal that when a Saturday becomes a working day, tourism demand drops notably. However, working Sundays showed no significant effect. This asymmetry suggests that Saturday work interruptions interfere more strongly with weekend getaway patterns. This insight was previously missing from tourism literature.

Visibility versus visitors

Macau hosts numerous tourism events each year, ranging from fireworks competitions to food festivals. Yet the study finds that only the Macao Light Festival consistently boosts daily arrivals.

Other events, including the Macau Grand Prix, Food Festival, and Global Tourism Economy Forum, did not show statistically significant demand impacts. This supports arguments from prior studies that many events, particularly smaller-scale ones or those catering to professionals, may enhance branding without directly increasing tourist flows.

For Macau's tourism planners, this distinction matters: not all events serve the same purpose. Some generate visibility; others generate visitors.

By reframing daily tourism demand through push–pull theory, the researchers highlight the value of understanding why tourists travel on specific days, instead of focusing only on how many arrive.

The biggest practical implication of the study is that holiday effects should not be treated as homogeneous. Each holiday carries its own cultural meaning that affects travel differently. On the one hand, extended holidays drive tourism, making them critical planning windows for marketing and event scheduling. On the other hand, Leave in Lieu policies matter, and should be considered when forecasting short-term demand.

The findings point out that only certain tourism events measurably increase arrivals, underscoring the need for targeted investment and strategic design.

Ultimately, this work provides governments and destination marketers with a more refined toolkit for managing visitor flows, allocating resources, and designing events that match traveler motivations. ■

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THE PAPER

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