



## News Release

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### For Immediate Release

## Wynn Participates in “Experience Macao Unlimited” Mega Roadshow in Malaysia

*The large-scale event boosts international visitation and expands overseas markets*

**Macau, October 15, 2023** — Wynn is pleased to have supported and participated in the recent “Experience Macao Unlimited” mega roadshow organized by the Macao SAR Government from October 12 to 15 in the Malaysian capital of Kuala Lumpur. The mega roadshow at 1 Utama Shopping Centre featured tourism promotion conferences designed to showcase Macau’s diversified leisure tourism experiences as well as MICE business opportunities for Malaysian residents and tourists. To boost exposure ahead of the event, Wynn invited well-known Malaysian KOLs to visit Macau for an opportunity to promote the diversity of the city’s ‘tourism+’ initiatives, as well as the unique experience offered by Wynn Macau and Wynn Palace.

To drive more international visitation to Macau, Wynn offered a series of attractive travel promotions during the roadshow. Anyone who visited the Wynn exhibit and registered to become “Wynn Insider” members were invited to participate in a lucky draw for a chance to win dining e-vouchers from Wynn Macau and other exclusive gifts. While at the roadshow, Wynn also closely networked with local travel partners, wholesale tour operators and media to showcase all the immersive experiences at Wynn Palace and Wynn Macau, while also actively building greater collaborations with overseas tourism partners and promoting the long-term development of Macau’s MICE industry.

Inspired by the beautiful floral installations at Wynn Palace, the booth in Malaysia featured the resort’s stunning hot air balloon floral sculpture and the iconic vibrant colors of Wynn. Specially designed to create an immersive experience, each visitor enjoyed a truly unique encounter with the real Macau. Many visitors also enjoyed taking photos and interacting with “Wing Wing” and “Lei Lei” – the cheerful and friendly ambassadors of Wynn Care.

Wynn has always worked closely with the Macao SAR Government to actively promote Macau to overseas markets and will continue to visit cities across Mainland China and around the world with the aim of boosting visitation into the city, ensuring the economic recovery of tourism Macau, and further strengthening Macau’s position as a World Center of Tourism and Leisure.



## Media Photo



Wynn participated in the “Experience Macao Unlimited” mega roadshow in Malaysia

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## **ABOUT WYNN MACAU**

[Wynn Macau](#) is a luxury hotel and casino resort in the Macau Special Administrative Region of the People's Republic of China with two iconic towers featuring a total of 1,010 spacious rooms and suites, approximately 294,000 square feet of casino space, over 64,300 square feet of retail space, 14 food and beverage outlets, two spas, a salon and a pool. The resort proudly boasts three distinct entertainment experiences, including Macau’s only choreographed Performance Lake, blending lofty plumes of water, gracefully choreographed music from Broadway tunes to renowned Chinese songs, powerful LED lights and fire effects.

Wynn Macau is operated by international resort developer [Wynn Resorts](#), recipient of more Forbes Travel Guide Five Star Awards than any other independent hotel company in the world. Wynn Macau continues to hold the distinct honor of being the only resort in the world with 8 Forbes Five-Star Awards for seven consecutive years. Wynn Macau opened on September 6, 2006 and its second tower – Encore opened on April 21, 2010. For more information on Wynn Macau, visit [press.wynnmacau.com](http://press.wynnmacau.com).



## **ABOUT WYNN PALACE**

[Wynn Palace](#) is the second luxury integrated resort from international resort developer Wynn Resorts in the Macau Special Administrative Region of the People's Republic of China, following the launch of Wynn Macau. Located in the Cotai area, it features a 28-storey hotel with 1,706 exquisitely furnished rooms, suites and villas, versatile meeting facilities, over 107,000 square feet of renowned luxury retail, 14 food and beverage outlets, Macau's largest spa, a salon, a pool and approximately 468,000 square feet of casino space. The resort also features a variety of entertainment experiences, including the dazzling 8-acre Performance Lake that mesmerizes guests with a choreographed display of water, music and light, the unique SkyCab, spectacular, large-scale floral displays and an extensive collection of art works by some of the world's leading artists.

Wynn Resorts is the recipient of more Forbes Travel Guide Five Star Awards than any other independent hotel company in the world. Wynn Palace is the first and only resort in the world with more than one thousand rooms to receive Forbes Travel Guide Five Star Awards. Wynn Palace opened on August 22, 2016. For more information on Wynn Palace, visit [press.wynnpalace.com](http://press.wynnpalace.com).

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