

# 金鱗昇輝 歡樂春節

## 花車 Carros alegóricos Floats



### 亞洲旅遊交流中心 Asia Tourism Exchange Center



巡遊花車的靈感源自萬裏長城，寓意著中華民族團結一心，共築中國夢的偉大精神，不僅展示了中國的悠久歷史，更以25個燈籠和“你好！中國”“歡樂新春”標識為亮點，以及吉祥蛇、國寶熊貓、各省市著名景區、港珠澳大橋等元素融為一體，向全球傳遞出對澳門回歸25周年的慶祝以及中國文旅部向全球發出的誠摯邀約。

The inspiration for the parade float comes from the Great Wall, symbolizing the great spirit of the Chinese nation's unity and the collective effort to build the Chinese Dream, not only showcasing China's long history, but also featuring 25 lanterns and the slogans "Hello China!" and "Happy Chinese New Year!". The auspicious snake, the national treasure panda, famous scenic spots of various provinces and cities, the Hong Kong-Zhuhai-Macao Bridge and other elements are also integrated to convey the celebration for the 25<sup>th</sup> anniversary of Macao's return to the motherland and extend a sincere invitation from China's Ministry of Culture and Tourism to the world.



### 市政署 INSTITUTO PARA OS ASSUNTOS MUNICIPAIS



市政署花車顏色以金、紅作為主調，花車以山中心花園作概念，正中央放上帶有福氣的金樹，正前方為仿真花造型的花圃，並以福蛇造型的LED光帶蜿蜒圍繞花車，福蛇從春意盎然的花園中探出頭來，寓意靈蛇出洞福運開，步步如意走鴻途，福蛇蜿蜒福壽長，健康平安到永遠。

O carro alegórico que o Instituto para os Assuntos Municipais apresenta é enfeitado principalmente com as tonalidades dourada e vermelha e tem como conceito um jardim no meio da montanha. No centro da carruagem, está colocada uma árvore dourada com bênçãos e, à frente, um canteiro de flores artificiais. Uma fita luminosa LED em forma de serpente abençoada segue ao redor da carruagem. A serpente pôs a sua cabeça fora do jardim cheio de vitalidade primaveril, implicando que a serpente mágica sai da caverna com sorte, segue um caminho de sucesso, abençoando a longevidade, saúde e segurança para sempre.

The float of the Municipal Affairs Bureau (IAM) is primarily gold and red and designed from the inspiration of a mountain garden. In the middle stands an auspicious golden tree, with a flowerbed of styled faux flowers in front of it. LED light strips wind around the float in the shape of a fortunate snake that pokes its head out of the blossoming garden, symbolising abundant luck and career success brought by a snake coming out of a cave, as well as longevity and health by a long winding snake.



## 花車 Carros alegóricos Floats



### 經濟及科技發展局 Direcção dos Serviços de Economia e Desenvolvimento Tecnológico

經濟及科技發展局的花車以“特色店”為主題，以新穎的形象及豐富的色彩呈現，中間的屏幕播放特色店資訊，展現特色店的多彩多樣。花車以幾何方塊和炫彩膠片組成，象徵澳門經濟適度多元發展。周邊多個立體方塊配以賀年祝福語，寓意經科局持續多方位優化營商環境，祝賀澳門經濟丁財兩旺、生意興隆。

O carro alegórico da Direcção dos Serviços de Economia e Desenvolvimento Tecnológico (DSEDT) está subordinada ao tema “Lojas com características próprias”, apresentado em novas imagens e cores ricas, o ecrã central transmite informações sobre as lojas com características próprias, mostrando a variedade das lojas com características próprias. O carro alegórico é composto por quadrados geométricos e placas plásticas coloridas, simbolizando o desenvolvimento da diversificação adequada da economia de Macau. Os vários quadrados tridimensionais em torno da periferia são acompanhados de felicitações do Ano Novo Lunar, simbolizando que a DSEDT continuará a otimizar o ambiente de negócios em vários aspectos, e felicitando um bom negócio e grande fluxo de visitantes, e prosperidade para o negócio.



The float of the Economic and Technological Development Bureau (DSEDT) features Distinctive Shops as the theme and is presented with a novel image and vivid colours. The screen in the middle displays the information about the Distinctive Shops to showcase their diversity. The float is made up of cubic blocks and iridescent plastic sheets, which symbolize Macao's adequate economic diversification. The surrounding cubic blocks, which feature words of blessing, signify the DSEDT's relentless, multidimensional effort in enhancing the business environment, and express the wish for Macao's economy to be blessed with abundance of customers, wealth and good business.

澳門特別行政區  
Região Administrativa Especial de Macau  
Macao Special Administrative Region



招商投資促進局  
Instituto de Promoção do Comércio e do Investimento  
Commerce and Investment Promotion Institute

今年招商投資促進局的花車以“全盒”為概念，並以“躍會澳門 精彩無限”為核心，象徵澳門會展各方面的優勢薈萃一堂，展現澳門地方雖小，但藉國家賦予的定位及獨特優勢，以及在會展業界的共同努力下，頻繁有會展及盛事活動在澳門舉行，體現澳門的獨特魅力，商機無限。澳門就如“全盒”一樣，為市民及客商帶來十全十美的祝福。

O carro alegórico do Instituto de Promoção do Comércio e do Investimento (IPIM) deste ano foi inspirado, com a concepção de “Caixa de Doce Chinesa Tradicional” e a ideia central de “MEET@MACAO para encontrar surpresas intermináveis”, visando apresentar a imagem mais abrangente de Macau, com as vantagens no sector MICE e nos diversos aspectos em conjunto. Mais ainda, damos a conhecer que, apesar da reduzida dimensão do território, Macau foi privilegiado com o posicionamento regional definido pelo Estado e várias vantagens singulares e, contando com



os esforços conjugados do sector de convenções e exposições, acolhe frequentemente a realização das actividades de convenções e exposições e demais eventos em grande escala, assinalando, com efeito, o seu charme único e especial e as oportunidades de negócio intermináveis. Macau, tal como uma “Caixa de Doce Chinesa Tradicional”, apresenta aos cidadãos e comerciantes as bênçãos perfeitas.

This year, the Commerce and Investment Promotion Institute's float is designed around the concept of the “Tray of Togetherness”, with the core theme “Meet Infinite Exciting Opportunities in Macao”. It symbolises the gathering of various advantages of Macao's exhibition industry, showcasing that although Macao is small, it possesses unique advantages and a role granted by the nation. With the joint efforts of the convention and exhibition industry, numerous events and exhibitions are frequently held in Macau, highlighting its unique charm and limitless business opportunities. Like the “Tray of Togetherness” concept, Macao brings perfect blessings to its citizens and trade visitors.



# 金鱗昇輝 歡樂春節

## 花車 Carros alegóricos Floats



### 文化局 INSTITUTO CULTURAL

以東亞文化之都及澳門國際兒童藝術節吉祥物為核心創作元素，融入傳統節日文化，打造兼具傳統魅力與現代感、充滿童趣與夢幻色彩的新年花車。設計主題圍繞“歡樂、和諧、希望”，通過色彩繽紛的裝飾和生動活潑的吉祥物，展現蛇年特有的靈動與勃勃生機，為節日增添歡樂與活力。

**Tendo** a Cidade de Cultura da Ásia Oriental e a mascote do Festival Internacional de Artes para Crianças de Macau como elementos centrais da criação, bem como a combinação da cultura das festividades tradicionais, o carro alegórico de Ano Novo está decorado com cores de fantasia que o enchem de admiração infantil e integra o encanto tradicional com a sensibilidade moderna. O design do carro alegórico gira em torno do tema “Alegria, Harmonia e Esperança”, transmitindo a agilidade e vitalidade únicas do Ano da Serpente através de decorações coloridas e mascotes vibrantes, acrescentando alegria e um carácter vibrante às festividades.



With the Culture City of East Asia and the mascot of the Macao International Children's Arts Festival as the core components of creativity and the combination of the culture of the traditional festivities, this year's parade float is decorated with fantasy colours that fill it with childlike wonder, and it integrates the traditional charm with modern sensibility. The theme the design of the float revolves around “Joy, Harmony and Hope,” conveying the unique agility and vitality of the Year of the Snake through colourful decorations and vibrant mascots, adding joy and vibrancy to the festivities.



### 澳門特別行政區政府體育局 Instituto do Desporto do Governo da RAEM Sports Bureau of Macao SAR Government

體育局的花車以“多元體育 全城參與”為主題。車身以靈蛇金鱗造型為主體，熠熠生輝的金鱗閃耀濠江，與市民和遊客一同喜迎新歲。花車上的大型顯示屏，展示全城參與澳門豐富多元的大型體育盛事以及大眾體育活動，展現城市充滿活力的一面。

靈蛇獻瑞展新姿，萬事如意樂開懷，體育局祝願全澳市民蛇年添活力、強身健體魄。

O carro alegórico do Instituto do Desporto tem como tema “Desporto Diversificado, Participação de Toda a Cidade”. O veículo apresenta como elemento principal uma serpente dourada com escamas brilhantes que reluzem sobre as águas de Macau, celebrando o Ano Novo junto com os cidadãos e turistas. No grande ecrã instalado no carro, são exibidos eventos desportivos diversificados de grande escala realizados em Macau, bem como actividades desportivas populares, demonstrando o lado vibrante e dinâmico das actividades da cidade.

A serpente traz boa sorte e novas aspirações, desejando alegria e sucesso. O Instituto do Desporto deseja a todos os cidadãos de Macau um Ano da Serpente cheio de energia, com saúde e vigor!



The float of the Sports Bureau is themed “Diverse Sports, Citywide Participation.”

The float features a golden-scaled serpent as its main design, with its shimmering golden scales lighting up the waters of Macao, symbolizing a joyous welcome to the New Year alongside residents and visitors. A large display screen on the float showcases Macao's vibrant and diverse major sporting events and public sports activities, highlighting the city's dynamic and energetic spirit.

The serpent brings blessings and ushers in new beginnings, wishing everyone happiness and good fortune. The Sports Bureau extends its best wishes for a vibrant Year of the Snake to all Macao residents, encouraging health and physical well-being. ant mascots, adding joy and vibrancy to the festivities.



# 花車 Carros alegóricos Floats



橫琴經濟發展局  
ECD Hengqin

## 花綻澳琴展風華 蛇舞兩地啟新程

本次花車設計以美麗的橫琴花海長廊作為故事背景，可愛蛇精靈佩戴上醒獅獅頭，智慧和靈巧結合活潑多變的性格，象徵橫琴的創新活力和無限潛能。祝願澳琴兩地攜手邁步蛇年，靈蛇納福，續寫輝煌。

**Blooming Flowers and Dancing Spectacles Usher in a Glorious New Chapter for Macao and Hengqin**

Inspired by the picturesque Flower Sea Promenade in Hengqin, the design of this float features an adorable snake spirit adorned with a lion's head. With its blend of wisdom, ingenuity, and lively character, the snake spirit embodies the innovative vitality and boundless potential of Hengqin. Best wishes to Macao and Hengqin as they enter the Year of the Snake. May the auspicious snake bring blessings to the two places as they continue to write a glorious new chapter together.



澳門有禮運動

Campanha de Cortesia de Macao  
Macao Courtesy Campaign

旅遊大使「你我都是」

Seja Nosso Convidado • Sinta-se Em Casa  
Be My Guest • Feel At Home



澳門特別行政區政府旅遊局  
DIRECÇÃO DOS SERVIÇOS DE TURISMO  
MACAO GOVERNMENT TOURISM OFFICE





# 金鱗昇輝 歡樂春節

花車 Carros alegóricos Floats



澳門特別行政區政府旅遊局  
DIRECÇÃO DOS SERVIÇOS DE TURISMO  
MACAO GOVERNMENT TOURISM OFFICE



## 金鱗昇輝迎瑞氣 百業興旺兆豐年

新春來臨，旅遊局的金蛇花車象徵靈活與智慧，帶來福氣與吉祥。設計嫺雅，色彩繽紛，寓意澳門旅遊業蓬勃發展，祝福觀眾在蛇年中迎來幸福與成功，生活如金鱗般閃耀。

Com a chegada do Ano Novo Chinês, o carro alegórico da Direcção dos Serviços de Turismo transforma-se numa majestosa serpente dourada, símbolo de agilidade e sabedoria, trazendo sorte e boas energias. Com uma concepção elegante e cores vibrantes, o carro alegórico celebra o crescimento dinâmico do turismo em Macau. Que este novo ano seja repleto de alegria, sucesso e um futuro iluminado para todos.

As the Spring Festival approaches, the Golden Snake Float presented by the Macao Government Tourism Office stands as a beacon of agility and wisdom, heralding blessings and auspicious tidings. Its meticulously crafted design, resplendent with vibrant hues, serves as a testament to the flourishing progress of Macao's tourism sector. Heartfelt wishes to all with joy and prosperity in the Year of the Snake, may everyone's journey be as radiant as glistening gold.



# 金鱗昇輝 歡樂春節

## 花車 Carros alegóricos Floats



永利  
Wynn.

新春來臨，蛇年帶來智慧與豐饒的祝福。永利花車整體以紅色和金色為主調，配以金蛇、元寶及燈籠等圖案，寓意財源滾滾。車頭搭配色彩斑斕的旋轉木馬，為新年增添喜悅氛圍。花團錦簇、福蛇迎春，永利祝願每位市民及遊客在新的一年收穫滿滿，好運連連！

As the Year of the Snake approaches, it brings wisdom and abundant blessings. The Wynn float features a predominantly red and gold color scheme, adorned with designs of gold snakes, ingots, and lanterns, wishes everyone prosperity. The front of the float is complemented by a vibrant carousel, adding a joyful atmosphere to the Lunar New Year celebrations. Wynn wishes every Macao resident and visitor filled with prosperity and good fortune in the new year!



金沙中國  
Sands China Ltd.

金沙中國花車以路氹金光大道耀目地標—澳門倫敦人為設計主軸，還原度假區外牆的西敏宮及維多利亞車站玻璃門廊等設計元素，與大笨鐘並肩「金」喜登場！金色車身上更圍上代表英倫的紅和藍彩帶，如同澳門倫敦人在繁華的金光大道中注入英倫風彩。英姿颯爽的蘇格蘭衛兵更會聯同金樂皇后和國王伴隨花車出巡，結合英倫元素把靈蛇力與美的舞姿活現眼前，展現英國經典文化與當代藝術的融合。金沙中國為觀賞的市民送上新春祝福，祝願澳門發展扶搖直上，福運延綿！

The design of the float is inspired by The Londoner Macao, the newest gem on the Cotai Strip. Its stunning design captures the essence of London's iconic architecture, featuring a golden façade that reflects the grandeur of the Palace of Westminster and the glass canopies of Victoria Station alongside the Big Ben, beautifully accented with vibrant red and blue ribbons symbolizing the spirit of London. As the float glides through the parade, the Scots Guards, the Sparkling Queens, and the King will deliver dazzling performances, showcasing a fusion of classic British culture and contemporary artistry. Their choreography embodies the fluid grace of the serpent, intertwining elegance and strength to usher in a new year filled with prosperity and joy for Macao. Sands China wishes everyone a fruitful and joyful new start to the Year of the Snake.



## 花車 Carros alegóricos Floats



### 澳娛綜合 SJM

#### 靈蛇送福耀澳門 招福招財賀新年

澳娛綜合度假股份有限公司的花車以「招福招財賀新年」為主題，由澳娛綜合吉祥物「招財森仔」置身金銀滿屋的聚寶花車，穿越澳娛綜合度假村及酒店，為大家送上新年祝福，祈願澳門昌盛興隆，大家瑞氣盈門！

#### Macau Blooms with Fortune in the Year of the Snake

SJM Resorts, S.A. presents "Fortune Blossoms in the Year of the Snake," a dazzling float featuring SJM's mascot, "Sam the Rooster," dressed as a God of Wealth. The float weaves across SJM resort and hotels, showering Macau with gold and silver, and wishing us all a prosperous and good fortune year.



### MELCO 新濠

新濠花車以「靈蛇」為主題，巧妙運用新濠旗下度假村獨特的幾何建築元素，以優雅時尚的方式展示靈蛇的身影。

蛇身造型以優雅的姿態盤旋於車身兩側，交錯重疊的形態與新濠影滙水上樂園的水上滑梯相呼應。

車身的主色調為藍色與金色，展現出新濠不拘一格、奢華尊尚的特色，同時亦象徵在新的一年，新濠將全力帶來更多精彩娛樂項目，助力擦亮澳門國際大都市的「金名片」，與澳門一同邁向更美好的未來。



Melco's "Year of the Snake"-themed float features the intricate geometric architectural elements of its integrated resorts to cleverly showcase the snake's unique appearance in an elegant and modern way.

The snake gracefully surrounds the sides of the float, overlapping what coherently echoes the water slides of Studio City Water Park.

The main colors of the float are blue and gold, illustrating the Melco brand's eclectic, luxurious and noble charms. It also symbolizes the new year, in which Melco will strive to bring further exciting entertainment projects to ensure Macau's "Golden Business Card" as a global metropolis shines brighter than ever, and move forward together with Macau for a better future.





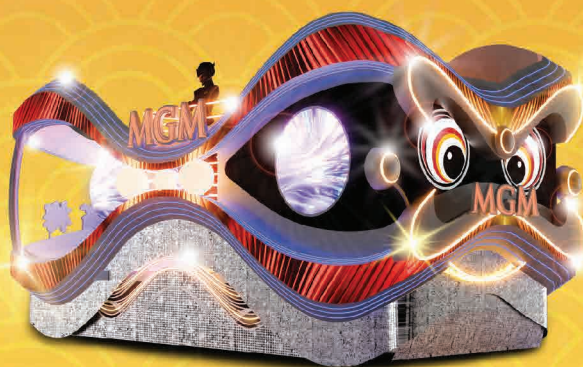
## 花車 Carros alegóricos Floats



MGM  
美高梅

美高梅賀歲花車以未來感的金屬流線型設計為傳統醒獅開創全新面貌。幻變的醒獅雙眸LED如美高梅一樣時刻散發光芒，不斷綻放超前娛樂體驗。而吉祥物Leo與美高梅的機械人員工「204901號」一同登場賀歲表演，以科技美學結合中國傳統苗族舞，與市民與遊客一同開創未來篇章，共創輝煌！祝願大家蛇年吉祥如意、心想事成！祖國和澳門新一年金鱗閃耀、繁榮昌盛。

The MGM Float features a futuristic metallic streamlined design, giving the traditional lion dance a new look. The lion's dynamic LED eyes mirror MGM's ever-glowing brilliance, delivering an unparalleled entertainment experience. Mascot Leo and robot actor "No. 204901" join performing, combining tech-savvy aesthetic with traditional Chinese Miao dance, to usher a new chapter with citizens and tourists! MGM wishes you good luck and fortune in the Year of the Snake and may all your wishes come true! We also wish our Motherland and Macao prosperity and a flourishing year ahead!



銀河娛樂集團  
Galaxy Entertainment Group

銀河娛樂集團花車融入「澳門銀河™」綜合度假城的標誌性金色穹頂，並以「金蛇」元素為設計概念，整體以「金蛇」的曲線及大量閃片環繞著車身，配合美妙絕倫的舞蹈表演及絢麗多彩的動態無限鏡子，寓意銀娛對澳門在新一年機遇無限、百業興旺、國泰民安的祝願。此外，銀娛亦將繼續積極透過旗下多元的設施及舉措，持續為澳門「世界旅遊休閒中心」的定位增添活力。

Galaxy Entertainment Group's parade float incorporates the symbolic Cupola of Galaxy Macau™ integrated resort, and integrates the elements of the golden snake as the design concept. It features the curves of the golden snake, with sequins wrapping around the float. Complemented by spectacular dancing performances and mesmerizing dynamic infinity mirrors, the parade float signifies GEG's wishes for a prosperous, thriving and harmonious Macau with unlimited opportunities in the coming year. Meanwhile, GEG will continue to actively inject new dynamics into Macau's positioning as a "World Center of Tourism and Leisure" through its diversified facilities and programs.





## 花車 Carros alegóricos Floats



今年首次在澳門登場的保誠保險新年花車以「招財進『保』福運來，心想事『誠』永安康」為題，由光絢奪目的大轉盤、線條明快流暢的保誠專屬飄帶，以及設計靈感來自中式剪影的大灣區城市標誌性建築組合而成，象徵著時來運轉、鴻運高照。大灣區建築物的剪影在燈光的交錯中讓人目不暇接，一片繁榮景象正寓意保誠的業務遍佈各地，展望乙巳蛇年繼續迎來大灣區的發展機遇。再加上保誠大使「Man from the Pru」在躍動節拍下的舞蹈表演，與觀眾互動，互相送上新春祝福，儼如煥發城市的一股活力，代表著保誠心繫社區，與粵港澳市民並肩成長，亦傳遞了保誠「用心聆聽、實現您心」的企業理念。

**PRUDENTIAL**  
保誠保險

Making its grand debut in Macao this year, the Prudential New Year Parade Float is themed on: 'Welcoming Wealth and Fortune and Securing Peace and Prosperity with "Prudential"'. This compelling piece features a dazzling revolving platform, sleek Prudential-themed ribbons, and an array of iconic Greater Bay Area (GBA) buildings inspired by Chinese paper cut-outs. This ensemble symbolises a turning of the tide and the arrival of good fortune. The cut-outs of the GBA buildings, illuminated by a mesmerising interplay of lights, embody Prudential's extensive operations and its anticipation of continued growth opportunities in the GBA during the Year of the Snake. Adding to the festivities, Prudential's ambassador, 'Man from the Pru', performs a lively dance routine to an upbeat rhythm, engaging with the audience and offering Lunar New Year blessings. This vibrant performance acts as a rejuvenating force for the city, reflecting Prudential's commitment to the community and to growing with the people of Guangdong, Hong Kong, and Macao. It also embodies Prudential's corporate philosophy of 'Listening. Understanding. Delivering.'



**橫琴長隆花車**，彙聚了珍稀海洋動物－鯨鯊、企鵝、虎鯨、長隆太空船，以及五大主題酒店，期待大家春節來長隆，暖洋洋，過大年。

農曆初三，長隆花車將帶領大家在此盛世的來臨之際共同感受遊橫琴長隆的魅力，一同遨遊海洋，體驗創造五項世界紀錄的鯨鯊館；一同體驗璀璨的煙花無人機大秀，搭乘世界最高最大的超級猛獁機械花車；一同穿越宇宙，探索飛船樂園……，將給遊客全新的旅遊體驗。

Hengqin Chimelong Float Parade features rare marine animals such as whale sharks, penguins, orcas, and the Chimelong spaceship, as well as five themed hotels. We look forward to welcoming everyone to Chimelong for the Spring Festival, to celebrate the Chinese New Year.

On the third day of the lunar month, the Chimelong float parade will lead everyone to discover the charm of Hengqin Chimelong. Together, we will embark on a journey through the ocean, touring the Whale Shark Aquarium which has set five world records. We will enjoy the dazzling fireworks and drone show, board the world's tallest and largest super mammoth mechanical parade float. We will explore the spaceship amusement park. Hengqin Chimelong commits to providing guests with a brand-new travel experience.



# 金鱗昇輝 歡樂春節

## 花車 Carros alegóricos Floats



澳門萬國控股集團花車以“乙巳獻瑞賀新歲”為主題，集合充滿科技感的太空船、地球、飛機等元素，彰顯“和合共生”的時代精神。車身海浪上的“礦產能源”“金融投資”“科創基金”“智慧文旅”“國際展貿”五大版塊，顯示集團經過35年的努力，積極配合特區政府開拓產業多元化、加快融入國家發展大局，為進一步擦亮澳門國際大都市“金名片”發揮企業作用。

This parade float from the Multinational (Holdings) Group, with the theme 'Celebrating the New Year with Auspicious Blessings from the Year of the Snake', features futuristic elements such as spaceships, the earth, and aeroplanes, embodying the contemporary ethos of co-existence in harmony. The body of the parade float, adorned with patterns of rolling waves, boasts five motifs, namely 'Mineral Energy', 'Financial Investment', 'Science and Technology Innovation Funds', 'Smart Cultural Tourism', and 'International Exhibitions and Trade'. These sections highlight the Group's efforts over the past 35 years to collaborate with the Macao SAR Government to foster industrial diversification and accelerate Macao's integration into the broader national development framework. In doing so, the Group has played an instrumental role in burnishing Macao's image as an international metropolis.



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