

駿馬騰飛 歡樂春節



花車 Carros alegóricos Floats



亞洲旅遊交流中心 Asia Tourism Exchange Center

以「歡樂春節 萬馬奔騰」為主題，以國家文化和旅遊部2026年「歡樂春節」吉祥物「吉祥馬」為主體形象，將「你好！中國」國家旅遊形象與各省市「萬馬奔騰」燈組、手捧「掌上明珠」造型等有機融合，寓意祖國繁榮昌盛、澳門再鑄輝煌！

With the theme “Happy Chinese New Year: Galloping Horses in Vigor” the float features “Lucky Horse”—the mascot of the 2026 “Happy Chinese New Year” initiative launched by the Ministry of Culture and Tourism of the People’s Republic of China—as its core visual image. It organically integrates the national tourism brand “Nihao! China”, the “Galloping Horses” lantern installations from various provinces and municipalities, and the design of the mascot holding a “Pearl in the Palm” motif. This design embodies the vision of the motherland’s prosperity and Macao scaling new heights of glory!



市政署 INSTITUTO PARA OS ASSUNTOS MUNICIPAIS



創作意念：以“飛躍馬年，奔赴繁花”為核心創意，花車紅金主調，馬匹昂首騰躍，寓意跨越往昔、飛躍向前的美好憧憬，花車加上中式吉祥紋樣，既顯新春喜慶，載著滿滿福氣與蓬勃生機，奔赴嶄新美好年華。

Ideia criativa : Sob a ideia principal “Dá um salto no Ano do Cavalo, avançando rumo a um futuro próspero”, o carro alegórico apresenta uma paleta de cores onde predominam os tons de vermelho e dourado, com cavalos em posição de salto, a simbolizar uma bela visão de transcender o passado e alçar voo rumo ao futuro. O carro alegórico, adornado com auspiciosos padrões chineses, não apenas exala a alegria do Ano Novo Lunar, mas também carrega muita sorte e vitalidade, partindo para um ano novo e maravilhoso.

Design concept: With “thriving Year of the Horse, leaping towards prosperity” as its core design concept, the float features a red and gold colour scheme, with horses holding their heads high and jumping, symbolising the beautiful aspirations of transcending the past and leaping into the future. The inclusion of Chinese auspicious patterns on the float highlights the celebration of the Chinese New Year, the abundance of good fortune and vitality, and the momentum to achieve another period of prosperity.

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“百年傳承店”、“澳門特色老店”及“專精特色店”為主題，配合馬年以一匹力量充沛的“科技戰馬”呈現，並帶著一個旋轉的金銀葫蘆，為澳門經濟招財納福；外圍是一個充滿科技感的流動圓環，象徵澳門多元產業的持續運轉、與時俱進。花車表演隊伍以“傳統”及“時尚”交匯融合的服飾與舞蹈組成三大陣營，分別代表“百年傳承店”、“澳門特色老店”及“專精特色店”三個品牌，展現經科局階梯式扶持不同發展階段的中小企業，推動澳門各行業可持續和高質量發展。祝賀澳門經濟百業興旺，再創輝煌！

O carro alegórico da Direcção dos Serviços de Economia e Desenvolvimento Tecnológico (DSED) está subordinado aos temas de “Marca Centenária”, de “Marca Típica de Macau” e de “Lojas com Características Especializadas e Delicadas”, e que é representado por um “corcel tecnológico” cheio de energia para marcar o Ano do Cavalo, contendo uma cabaça de abóbora dourada e prateada giratória, que simboliza a atracção de riqueza e prosperidade para a economia de Macau. Na parte exterior, apresenta um anel circular futurista e fluido, simbolizando a operação contínua e a evolução a par com o tempo das indústrias diversificadas de Macau. O desfile é composto por três grupos distintos formados através da fusão de trajes e danças tradicionais e contemporâneos, que representam três categorias distintas de marcas: “Marca Centenária”, “Marca Típica de Macau” e “Lojas com Características Especializadas e Delicadas”, tudo isto, demonstra os apoios escalonados prestados pela DSED às PME em diferentes fases de desenvolvimento, impulsionando um crescimento sustentável e de alta qualidade em todos os sectores de Macau. Votos de prosperidade económica a Macau, alcançando melhores resultados!

In celebration of the Year of the Horse, the float of the Economic and Technological Development Bureau (DSED), themed with Century-Old Brand, Macao Classic Brand and Expertinctive Shops, portrays a powerful technological steed carrying a rotating golden-silver calabash to draw riches and fortune for Macao's economy. Surrounding it is a revolving, technology-inspired ring, symbolizing the sustainability and ever-evolving of Macao's diversified portfolio of industries.

Accompanying the float is a performance troupe showcasing attire and choreography blending traditional and contemporary styles. The troupe is divided into three groups, each representing one of the three projects, namely Century-Old Brand, Macao Classic Brand and Expertinctive Shops. This highlights the DSED's tiered support for small and medium enterprises at different stages of development and efforts for driving sustainable and high-quality growth across all sectors in Macao. May Macao's economy prosper and achieve renewed brilliance!

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

招商局2026年的花車設計，以好事成“商”為概念，花車中央流轉的“商”字大燈籠，以炫彩風格營造未來科技感，寓意“商機流轉 科創未來”。

八匹駿馬的馬身以幾何圖形拼砌，象徵招商局來年在招商引資方面，將持續拼接科技藍圖，全力構建“澳門科技研發產業園”。八枚銅錢、八盞燈籠，象徵“八方來財 點亮前程”，祝願企業落戶澳門勢如破竹、馬到功成，澳門市民馬年財運亨通好運來。

O carro alegórico do Instituto de Promoção do Comércio e do Investimento de Macau para 2026 tem como conceito central “Boas Oportunidades se Concretizam em Comércio”. No centro do carro, destaca-se uma grande lanterna luminosa com o carácter chinês “商” (shāng/comércio) em movimento rotativo, cujo estilo cromático cintilante transmite uma atmosfera de tecnologia futurista, simbolizando “Oportunidades Comerciais em Dinamismo e Inovação Tecnológica para o Futuro”.

As oito figuras de cavalos são compostas num mosaico de formas geométricas, representando o compromisso contínuo do IPIM, no próximo ano, em articular o plano estratégico tecnológico com a captação de investimentos, com o objetivo de construir integralmente o “Parque Industrial de Investigação e Desenvolvimento das Ciências e Tecnologias de Macau”.

As oito antigas moedas chinesas e as oito lanternas tradicionais simbolizam a prosperidade convergente de todas as direções e a iluminação do caminho futuro. Através delas, expressam-se os votos de que as empresas bem estabelecidas em Macau avancem com ímpeto irresistível e atinjam um sucesso estrondoso, enquanto os residentes de Macau sejam agraciados com abundante prosperidade e sorte constante no Ano do Cavalo.

The design concept for the 2026 parade float is “Good things Come with Commercial (商)”. The central, rotating lantern bearing the character “商” (Shang) is styled with dazzling, futuristic flair, symbolizing “The Flow of Business Opportunities and a Future of Sci-Tech Innovation”.

The geometric composition of eight horses represents IPIM's commitment in the coming year to continuously piece together the sci-tech blueprint for investment promotion, and to fully construct the “Macao Innovation and Technology Pavilion”.

The eight copper coins and eight lanterns signify “Wealth from All Directions, Lighting Up the Future”, expressing our wish for enterprises to be well established in Macau and achieve overwhelming success, and for citizens to be endowed with prosperous fortunes and good luck in the Year of the Horse.



駿馬騰飛 歡樂春節

福

花車 Carros alegóricos Floats

文化局 INSTITUTO CULTURAL

花車設計以“文化啟航，中西和韻”為主題，將古典帆船意象融入現代藝術設計，彰顯澳門作為海上絲綢之路的樞紐，有著深厚的文化和歷史底蘊。

整體視覺以吉祥金和喜慶紅為主調，搭配紫色動態波浪，勾勒出雲帆高張、乘風破浪的壯闊景象。

船上的小精靈米卡以不同造型登場，盡展創意與童真——其船長造型寓意揚帆啟航、開創未來。船身巧妙融入澳門世界遺產，展現城市特色。

花車結合動態光影和立體祝福語，既傳達對新年的美好祝願，亦寓意澳門將以文化為帆、以創意為舵，在時代浪潮中持續前行，開展充滿希望的新篇章。

Este carro alegórico, subordinado ao tema “Início de uma Viagem Cultural, Harmonia entre o Oriente e o Ocidente”, combina a silhueta de um veleiro clássico com a estética da arte moderna, destacando Macau como o fulcro principal da Rota Marítima da Seda, exibindo a sua profunda história e cultura.

O design visual geral utiliza o “Dourado da Fortuna” e o “Vermelho Festivo” como cores dominantes que, conjugadas com a dinâmica das ondas roxas, conferem ao conjunto uma aura de imponência no meio de ondas agitadas. A bordo, encontram-se os Duendes do MICAF e o Duende Capitão, que representam a pureza da criatividade infantil e a liderança visionária rumo ao futuro, respetivamente.

O design incorpora harmoniosamente o Património Mundial de Macau para destacar as características da cidade. Através da combinação de iluminação dinâmica e de mensagens auspiciosas em 3D, o carro transmite os melhores votos para o novo ano e simboliza o desejo de Macau de embarcar numa viagem cultural guiada pela criatividade, abrindo uma página nova e brilhante.

Themed “Commencement of a cultural journey, Harmony between East and West”, this year’s parade float combines the silhouette of a classical sailing vessel with the aesthetics of modern art, which highlights Macao as a pivotal hub of the Maritime Silk Road, boasting its profound history and culture.

The overall visual design uses “Auspicious Gold” and “Festive Red” as dominant, combined with the dynamic of purple waves, confer the ensemble an aura of grandeur amidst rolling waves. On board are the MICAF Elves and Captain Elf, who represent the purity of childhood creativity and the visionary leadership towards the future, respectively.

The design harmoniously incorporates Macao’s World Heritage to highlight the characteristics of the city. With the combination of dynamic lighting and 3D auspicious blessings, the float conveys best wishes for the new year and symbolizes the desire for Macao to set off on a cultural journey guided by creativity, opening a new and bright page.



體育 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「運動活力 躍動全城」為主題，融合傳統馬年生肖文化與現代體育精神。車身主體採用「駿馬躍雲」造型，以流暢動感的線條勾畫出駿馬騰空馳騁，象徵體育健兒奮發向前、氣勢如虹的競技風采。車身點綴祥雲紋飾，寓意澳門體育事業騰飛發展、吉祥如意。

花車配置大型顯示屏，動態呈現澳門全年豐富多元的體育盛事與大眾活動影像，生動展現「全民運動」的活力氛圍，突顯體育凝聚社會、傳遞正能量的核心價值，同時寄語體育局對市民的新年祝福——願馬年為全城注入蓬勃生氣，推動大眾強身健體、共築健康城市。

O carro alegórico do Instituto do Desporto tem o tema de “Dinamizar a cidade inteira mediante o desporto”, tendo o significado de integrar a cultura do zodíaco chinês de cavalo e o espírito desportivo moderno. O carro é decorado com a imagem de “Cavalo a galopar entre as nuvens” que simboliza o espírito competitivo dos atletas. O carro é enfeitado por nuvens da sorte, isto simboliza que o sector desportivo tem um desenvolvimento melhor e próspero.

O carro alegórico está equipado por um grande ecrã que vai apresentar as imagens dos grandes eventos desportivos e actividades do Desporto para Todos realizados ao longo do ano em Macau, mostrando dinamicamente a atmosfera vital do Desporto para Todos e destacando que o desporto tem os valores essenciais de união da sociedade e de transmissão da energia positiva. Ao mesmo tempo, o Instituto do Desporto queira enviar os votos de Feliz Ano Novo Lunar a todos os residentes – um ano de cavalo repleto de vitalidade, promover a prática desportiva junto da população para construir juntos uma cidade saudável.

The float presented by the Sports Bureau is themed “Dynamic Sports, Energizing the City”, combining the traditional zodiac culture of the Year of the Horse with the modern spirit of sports. The main structure of the float features a “Galloping Horse Soaring Through the Clouds” design, with flowing and dynamic lines portraying a spirited horse leaping forward. It symbolizes the competitive spirit of athletes advancing with vigor and unstoppable momentum. The float’s body is adorned with auspicious cloud patterns, representing the thriving development of Macao’s sports industry and conveying blessings of good fortune.

The float is equipped with a large display screen that showcases video highlights of diverse major sporting events and public activities held in Macau throughout the year. This vividly illustrates the vibrant atmosphere of “sports for all”, emphasizing the core values of how sports unite the community and spread positive energy. At the same time, it conveys the Sports Bureau’s New Year wishes to all residents—may the Year of the Horse bring renewed vitality to Macao, promote public participation in fitness and sports, and contribute to building a healthier city.



花車 Carros alegóricos Floats



橫琴經濟發展局
ECDHengqin

2026年橫琴巡遊花車以「彩練牽琴馬，澳琴織翼，共舞新程」為主題，聚焦馬年生肖與澳琴合作雙核心。彩色飄帶串聯金色飛馬、橫琴標識及城市建築，既是視覺紐帶，更喻示兩地共生共融。藍金主色調搭配璀璨燈光，夜間展現強烈視覺張力，彰顯時尚與喜慶氛圍。橫琴粵澳深度合作區標識與「一簽多行 暢遊澳琴」標語醒目呈現，將符號化主題扎根發展脈絡，傳遞馬年裏澳琴攜手騰飛、溫暖共生的美好願景。

O Carro Alegórico de Hengqin de 2026 tem como tema “Fitas coloridas conduzem o cavalo de Hengqin, enquanto Macau e Hengqin tecem as asas, para dançar em conjunto numa nova jornada”, com focos duplos do “Ano do Cavalo do Zodíaco Chinês” e da “Cooperação entre Macau e Hengqin”. As fitas coloridas entrelaçam-se com cavalos alados dourados, emblemas de Hengqin e edifícios da cidade, que são laços visuais e ao mesmo tempo, simbolizam o convívio e a integração dos dois locais. As cores dominantes, o azul e o dourado, são complementadas por uma iluminação deslumbrante, o que cria um impacto visual impressionante durante a noite, evocando uma atmosfera elegante e festiva. O logótipo da Zona de Cooperação Aprofundada entre Guangdong e Macau em Hengqin e o slogan “Um visto, várias visitas: explore Macau e Hengqin em pleno” estão em destaque. Os temas simbólicos ancoram-se nos contextos de desenvolvimento, transmitindo a visão de Macau e Hengqin de unirem esforços para prosperar e crescer, de mãos dadas, no Ano do Cavalo.

Centred around the theme “Golden Horse Adorned with Colourful Ribbons, Macao–Hengqin Embarking on a New Journey”, the 2026 Hengqin Chinese New Year Parade highlights the dual essence of the Year of the Horse and the collaboration between Macao and Hengqin. The colourful ribbons, connecting the golden horse, the Hengqin logo, and city architecture, act as a visual bridge, symbolising the two regions’ interconnected and integrated development. The blue-gold colour scheme, complemented by vibrant lights, creates a visually striking effect at night, embodying a stylish and festive atmosphere. The gleaming logo of the Guangdong-Macao In-Depth Cooperation Zone in Hengqin, accompanied by the slogan “Multi-Entry, Multi-Fun, Macao & Hengqin 2 in 1!”, roots the symbolic theme in the context of development, conveying an inspiring vision of collaborative growth and joint pursuit of prosperity between Macao and Hengqin in the Year of the Horse.

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駿馬騰飛 歡樂春節

福

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



旅遊局花車以「摘星飛馬」形象出現，在澳門各處蘊藏豐富歷史意義的旅遊景觀中穿梭，亦遊歷澳門各個新潮富趣味的新式景點，身上沾滿點點星光，照耀着現場觀眾，寓意澳門各式景點匯聚成一條璀璨星河，精彩無限！

O carro alegórico da Direcção dos Serviços de Turismo surge com a imagem do “Pégaso Apanhador de Estrelas”, voando entre as atracções turísticas de Macau repletas de profundo significado histórico, ao mesmo tempo passa por novos pontos urbanos cheios de energia e criatividade. Coberto por pontos de luz cintilantes, o Pégaso espalha estrelas pelo caminho, iluminando o público presente e simbolizando a forma como os diversos atractivos de Macau se unem numa deslumbrante galáxia de estrelas — um espectáculo de brilho e encanto sem fim.

The mythical float of MGTO, “The Star-Chasing Pegasus”, gracefully glides amidst Macao’s iconic landmarks and novelties, where history whispers and vibrant life dances. Adorned in starlight, it casts a celestial glow upon onlookers, embodying Macao’s kaleidoscope of enchanting wonders and endless allure, a dazzling constellation of captivating attractions and a realm of boundless enchantment.

駿馬騰飛 歡樂春節

福

花車 Carros alegóricos Floats



美高梅新春花車以舞獅為靈感，線條流麗，宛如醒獅歡躍雲端，玲瓏斗拱巧妙承托，盡顯東方美學的雅致與深厚底蘊。機械醒獅與傳統舞獅相視共舞，伴隨輕快的現代節拍，讓傳統與科技在新春笑語中交融。

醒獅騰躍，恰似駿馬揚蹄，寄託春回大地、萬象更新的美好祝願。金獅賀歲，福運盈門，願新年駿馬奔騰、活力無限。

家國同輝，讓歡欣洋溢於每一條大街小巷。

MGM's Chinese New Year float draws inspiration from the lion dance, featuring streaming lines that evoke a lion leaping through the clouds. Intricate dougong structures add a touch of traditional craftsmanship, showcasing the sophistication of Oriental aesthetics. Robotic lions perform alongside traditional lion dance, moving in harmony to upbeat modern rhythms — a lively blend of tradition and innovation that celebrates the season with warmth and vitality.

The leaping lion symbolizes the energy of new beginnings, echoing hopes for renewal and prosperity as spring returns to the world. With golden lions bringing fortune and joy to every household, MGM extends heartfelt wishes for a year of strength, harmony, and success, as happiness shines across every street and community.



金沙中國2026農曆新春花車以「一馬當先」為主題，寓意馬年節節上升，萬馬奔騰，帶領大家邁向精彩蓬勃的新一年。

花車設計巧妙融合澳門金沙度假區的各標誌元素，同時在車頭加入了奔馳的霓虹駿馬，象徵進步與突破。車身兩側的金色飛獅展現澳門威尼斯人的尊貴氣派，而澳門巴黎人的巴黎鐵塔及澳門倫敦人的大笨鐘則和諧並立，體現金沙中國融合多元文化的國際視野和包容精神。

Sands China's 2026 Chinese New Year parade float is themed "Taking the Lead", symbolising rising success and dynamic energy in the Year of the Horse, guiding everyone into an exciting and vibrant Lunar New Year.

Artfully integrating iconic elements from Sands Resorts Macao, the float features a galloping horse outlined in neon lights at the front, conveying progress and breakthrough. Golden winged lions on both sides of the float embody the classic elegance of The Venetian Macao, while The Parisian Macao's Eiffel Tower and The Londoner Macao's Elizabeth Tower reflect the harmonious fusion of diverse cultures, highlighting Sands China's global vision and inclusive spirit.



花車 Carros alegóricos Floats



澳娛綜合

SJM Resorts, S.A.

鼓舞飛揚 馬躍奔騰

澳娛綜合度假股份有限公司的賀歲花車以「鼓舞飛揚，馬躍奔騰」為主題，融合力量與歡慶意象。花車以昂揚駿馬為核心視覺焦點，造型靈動奔放，配以金黃主色及璀璨燈飾，盡顯駿馬飛躍之姿。車身設計融入集團旗下酒店建築及祥雲瑞氣，鼓型屏幕閃耀呈獻澳娛綜合的精彩盛事。伴隨傳統鼓樂聲，財神造型的吉祥物「森仔」向市民旅客送上新春福氣，祈願澳門車水馬龍，百業興旺，前程萬里！

Vibrant Drums and Galloping Horses

SJM Resorts, S.A. presents the Chinese New Year float themed “Vibrant Drums and Galloping Horses” seamlessly blending imagery of strength and celebration. The visual centerpiece is a majestic, high-spirited horse—dynamically accented with a rich gold palette and vibrant lighting to capture its powerful leap forward. The float’s body incorporates architectural silhouettes of the Group’s hotels with auspicious cloud motifs to frame a drum-shaped screen, which shines forth with SJM’s exciting happenings. Complemented by the resounding rhythm of traditional drums and the mascot “Sam the Rooster” dressed as the God of Fortune, the float sends New Year blessings to residents and visitors, wishing for a bustling Macau, thriving economy, and bright futures ahead!



澳門永利渡假村輝煌二十載慶典花車

由澳門永利渡假村隆重呈獻的二十周年慶典花車，中央矗立巨型金色「20周年」慶典蛋糕，與市民和遊客共同慶祝永利在澳門二十載的輝煌成就。適逢馬年，蛋糕上搭配永利最具標誌性的旋轉木馬花卉裝飾，駿馬活力奔騰、積極向前，象徵永利與各界攜手推動城市發展的熱忱。花車兩側賀詞：「永利金駿獻祥瑞」、「奔騰慶典二十年」，寓意吉祥如意、輝煌延續。永利祝願新一年澳門欣欣向榮、機遇無限、再創高峰！

Wynn Resorts Macau’s Glorious 20th Anniversary Celebration Float

Presented by Wynn Resorts Macau, the 20th Anniversary Celebration Float features a towering golden “20th Anniversary” cake at its center, inviting residents and visitors to celebrate Wynn’s remarkable achievements over two decades in Macau. In the Year of the Horse, the cake is adorned with Wynn’s iconic carousel floral sculpture, with spirited horses galloping forward — symbolizing Wynn’s passion for driving progress alongside the community. The greeting messages on the float: “May the Year of the Horse bring good fortune” and “Twenty Years of Galloping Glory,” signifying prosperity and continued success. Wynn wishes Macau a thriving year ahead, full of opportunities and renewed glory!



駿馬騰飛 歡樂春節

福

花車 Carros alegóricos Floats

銀河娛樂 GALAXY ENTERTAINMENT

銀河娛樂集團以昂首躍動的「金馬」作為花車設計主題，並延續融入「澳門銀河™」綜合度假城的標誌性金色穹頂，同時配合美輪美奐的舞蹈表演，寓意銀娛對澳門在新一年奮進向前、欣欣向榮、繁榮昌盛的美好祝願。此外，花車亦融入銀娛最新的酒店品牌—澳門銀河 嘉佩樂，展現銀娛將持續透過為澳門及業界引入更多矚目的世界級旅遊休閒設施及產品，並深化「旅遊+」融合發展，助力鞏固澳門「世界旅遊休閒中心」的定位。

Galaxy Entertainment Group presents a dazzling float themed around the majestic “Golden Horse”, a symbol of vitality and progress. The design features the iconic Cupola of the Galaxy Macau™ integrated resort, complemented by spectacular dance performances that together convey GEG’s heartfelt wishes for Macau to enter the new year with confidence – thriving, prosperous, and full of vitality. The float also showcases GEG’s newest hotel brand, Capella at Galaxy Macau, highlighting its commitment to continuously introducing world-class tourism and leisure experiences to Macau. By enriching the “tourism +” model, GEG aims to further strengthen Macau’s appeal as a “World Center of Tourism and Leisure”.



PRUDENTIAL 保誠保險

保誠保險花車以駿馬奔騰的流線造型為設計靈感，結合動感燈帶與紅金配色，展現穩健前行與持續進取的精神，體現保誠對客戶及社會的長遠承諾。新一年，保誠將繼續用心聆聽每一份需要，守護每一份期盼，與澳門攜手迎向充滿希望的新篇章。

車上五位保誠 Chief Customer Promise Officer 首席客戶承諾大使——CARE、CLEAR、EASY、QUICK 及 FAIR，象徵保誠以客為本、清晰透明、高效而公正的服務精神，並透過親切互動，為市民及旅客送上歡樂與祝福。

Inspired by the sleek lines of a galloping horse, the Prudential New Year Parade Float features dynamic light strips and a red-and-gold colour palette. This design reflects steady progress and a spirit of relentless progress, symbolising Prudential’s lasting promise to customers and the community. Looking ahead, Prudential will continue to listen with care, support every aspiration, and work with Macao to shape a future full of promise.

On board are five Prudential Chief Customer Promise Officers: CARE, CLEAR, EASY, QUICK and FAIR. They represent Prudential’s customer-first approach and its values of clarity, transparency, efficiency and fairness. They will bring joy and festive blessings to residents and visitors.



花車 Carros alegóricos Floats



MELCO 新濠

「奇幻新篇章」——新濠農曆新年花車盛典

傳承與創新交織，舞動新年奇蹟

2026農曆新年，新濠以創意與傳承交織，隆重呈獻「奇幻新篇章」花車盛典。靈感源自《水舞間》的華麗回歸，這座花車是一段穿越藝術、律動與現代文化的旅程，頌揚更新與創意的精神。

花車以靜謐的水元素揭開序幕，柔和的燈光與波浪造型，喚起水下世界的神秘與優雅，象徵傳奇表演的重生。隨著音樂響起，舞者在多層平台上翩然起舞，展現《水舞間》動態編舞與故事張力。金色與綠色的飾面，寓意繁榮與和諧，傳遞中國新年的美好祝願。

場景華麗轉換，光影交錯，花車進入高潮。璀璨的光盒、閃耀的布料與金色拱門，化身為喜悅與創新的新年奇蹟，邀請觀眾一同感受新濠娛樂傳奇的魔力。這不僅是一場視覺盛宴，更是一段心靈旅程，讓我們在新的一年里，與新濠共舞奇蹟，開啟屬於您的奇幻新篇章。

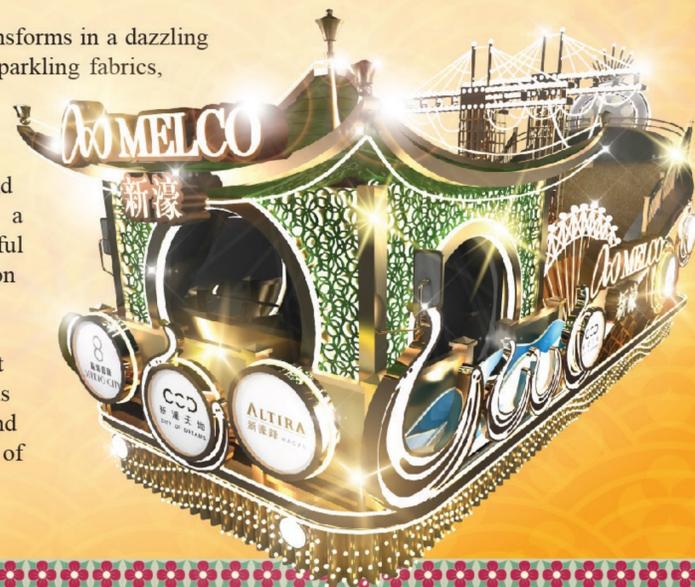
“Where Heritage Meets Innovation, Dancing into a New Year of Wonders”

A New Chapter of Wonder

This Lunar New Year 2026, Melco proudly presents the “A New Chapter of Wonder” parade float—a stunning fusion of heritage and innovation. Inspired by the triumphant return of The House of Dancing Water, this float takes audiences on a journey through art, motion, and modern culture, celebrating the spirit of renewal and creativity.

The spectacle begins with serene water elements, symbolizing the rebirth of this legendary show. Gentle lighting and wave-like contours evoke the mystery and elegance of an underwater world. As the music rises, dancers grace multi-level platforms, bringing to life the dynamic choreography and storytelling of The House of Dancing Water. Gold and green accents shimmer across the design, representing prosperity and harmony—timeless themes of the Lunar New Year.

Then, the scene transforms in a dazzling crescendo. Lightboxes, sparkling fabrics, and a majestic golden arch illuminate the float, turning it into a radiant beacon of joy and innovation. More than a visual feast, this is a soulful celebration—an invitation to embrace wonder, creativity, and the magic of Melco’s entertainment legacy. Together, let us step into the new year and dance into a new chapter of brilliance.



卅五載多元聚力，匯全球智創輝煌！澳門萬國控股集團以“龍馬精神”為意象，打造騰雲飛馬之姿，既承古韻祥瑞，亦昭絲路新程之志，見歷史縱深，更見未來氣象。

花車之上，航機向地球遠方翱翔，喻示集團立足澳門、輻射世界的格局，呼應國家發展大局，踐行產業多元使命。“科創基金”“礦產資源”“金融再保”“文旅會展”“跨國商貿”“社會公益”六大標識，如六環並扣，凝聚為守正創新的合力，展現集團在穩健中突破、於多元中協同的戰略智慧。車尾福袋錦鯉躍波、元寶生輝，寓意代代有福、生生不息。祝祖國山河壯麗、大地豐饒！祝澳門馬躍龍騰，福運臨門！

願以此車，載時代之夢，赴馬年新春之約，以創新為蹄、合作為翼，共赴和美共贏的明天。

Over the past thirty-five years, Macao Multinational (Holdings) Group has brought together diverse strengths and gathered wisdom from across the globe to forge a path of brilliance. The Group, inspired by the emblematic “vigorous and spirited drive of the dragon-horse”, presents the form of a cloud-soaring steed. This design not only carries the auspicious elegance of tradition but also proclaims the aspiration to advance a new journey along the Silk Road, reflecting both historical depth and a vision towards the future.

Upon the float, an aircraft soars toward distant horizons of the globe, symbolising the Group’s positioning in Macao while radiating influence across the world. This echoes the broader national development strategy and fulfils its mission to promote industrial diversification. The six core identifiers—Technology & Innovation Fund, Cultural Tourism & MICE, Mineral Resources, Financial Reinsurance, International Trade and Social Welfare—are interlocked like six rings, uniting into a cohesive force that upholds integrity while driving innovation. They demonstrate the Group’s strategic wisdom in achieving breakthroughs amidst stability and fostering synergy within diversity. At the rear, a fortune bag depicts a koi carp leaping through waves beside a radiant gold ingot, embodying the wish for blessings across generations and ceaseless vitality. May our nation’s landscapes stand majestic, and its lands be ever abundant! May Macao witness the steed’s leap and the dragon’s ascent, with fortune arriving at every door!

May this float carry the dreams of our times to the promise of the Lunar Year of the Horse. With innovation as its hooves and cooperation as its wings, let us advance together toward a harmonious and mutually prosperous tomorrow.



駿馬騰飛 歡樂春節

福

花車 Carros alegóricos Floats



駿馬騰躍，迎春納福。本設計以國壽牛騎昂揚駿馬引領花車踏浪而來，象徵新一年奔騰向前。身後展開澳門風情畫卷——與港珠澳大橋交相輝映，共譜華章。車身以金色與紅色為主調，綴以傳統祥雲紋飾，寓意中國人壽（海外）扎根澳門、聯通大灣區，守護萬家燈火。整座花車如流動的祝福，傳遞新春吉慶與穩健力量。

Galloping steeds welcome spring and fortune. This design features the Guo Shou Niu astride a spirited horse, leading the float as if riding the waves—symbolizing a dynamic charge into the new year. Behind it unfolds a vibrant scroll of Macao's landscape, harmoniously framed by the Hong Kong-Zhuhai-Macao Bridge. Adorned in gold and red with traditional cloud motifs, the float represents China Life Insurance(Overseas) Company Limited taking root in Macao, connecting the Greater Bay Area, and safeguarding families. Like a moving blessing, it conveys festive joy and steadfast strength.



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