

2023 年農曆新年花車匯演

Parada de Celebração do Ano do Coelho
Parade for Celebration of the Year of the Rabbit

花車 Carros alegóricos Floats



在新春兔年之際，渲染喜氣洋洋氛圍。花車整體呈現暖色調，有兔子的形象，也突出深圳旅遊特色，以深圳相關旅遊景點景區、地標建築為主題元素，配合深圳旅遊形象LOGO，似大鵬展翅，寓意深圳旅遊扶搖直上，同時使花車外形有更好的辨識度。花車配有LED屏幕，可展示深圳的旅遊宣傳片，加之燈光燈條流光璀璨的渲染，演繹深圳濱海風情、都市風情、現代風情。向澳門市民宣傳深圳主題公園、郵輪遊船、露營休閒、山海野趣、購物時尚等豐富的旅遊資源。給觀賞者帶來恢弘磅礴的視覺盛宴。

At the beginning of the Year of the Rabbit, in order to strengthen the active and joyful atmosphere, the overall colour of the float is warm, with the image of rabbit. And also, with a design of highlighting the characteristics of Shenzhen tourism and the theme elements of Shenzhen-related tourist attractions and landmarks, together with the Shenzhen tourism Logo, the float resembles utterly a roc spreading its wings, which implies that Shenzhen tourism is on its rise. At the same time, for making the float shape more recognisable, the float is equipped with an LED screen to show Shenzhen's tourism promotional film, which, together with the light bar's bright and luminous rendering, represents perfectly the coastal, urban and modern style of Shenzhen. The float promotes Shenzhen's tourism resources such as theme parks, cruise ships, camping, mountains and seas, shopping and fashion to Macao residents. The float design will bring a magnificent visual feast for the audience.



2023年農曆癸卯年是中國傳統生肖“兔”年。兔是機敏和幸運的象徵，也寓意著多子多福、平靜祥和。

南光集團兔年花車主題造型趣致靈動，配合中國傳統文化中紅燈籠、祥雲、松柏、摺扇、福字等喜慶元素，利用流光溢彩的光電組合，烘托出“兔年”吉祥如意的新年氛圍。

南光集團踐行“用最好的回報社會”的初心使命，與澳門各界一起努力抗擊疫情，擔當社會責任，穩定經濟發展，為澳門的繁榮穩定不遺餘力、矢志向前！

新的一年，撥開陰霾見曙光，南光集團祝願澳門各界時來運轉、大展宏“兔”！

2023 is the year of the rabbit in the traditional Chinese zodiac. The rabbit is a symbol of alertness and luck, as well as rich of fertility and peace.

The theme of the Rabbit Year Float is spirited and dynamic, with the traditional Chinese culture of red lanterns, auspicious clouds, green pine, folding fans, blessing words and other festive elements, using the photoelectric combination of flowing light, set off the festival New Year atmosphere of the Rabbit Year.

NamKwong Group is committed to the original mission of "Return the Society with the Best", working with all sectors of Macao to fight against the pandemic, assume social responsibility, stabilize economic development, and make unremitting efforts for the prosperity and stability of Macao.

Up to the New Year, now we through the haze to see the dawn, NamKwong Group wishes all walks of life in Macao to welcome the fortunes in the great Rabbit Year!

兔躍盛世 歡樂春節

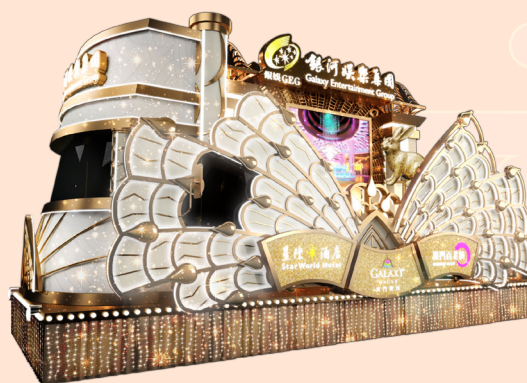
花車 Carros alegóricos Floats



銀娛 GEG

銀河娛樂集團
Galaxy Entertainment Group

為了喜迎癸卯兔年，今年，銀河娛樂集團的花車設計以金色福兔為主題，帶領本地市民和遊客兔躍新程。花車由金色福兔站在兩側，象徵福兔迎祥，四周配上銀娛標誌性的金色穹頂及孔雀花紋裝置，加上車上的精彩表演，以及亮麗吸睛的動態走燈，喜氣洋洋，寓意銀娛向澳門各界送上節日祝福，共迎活力兔年。



To welcome the New Year, the lucky golden rabbits on Galaxy Entertainment Group (GEG)'s parade float will take local residents and tourists leaping into a joyous Year of the Rabbit. The GEG parade float is decorated with golden rabbits at each side, and surrounded by GEG's symbolic Cupola and peacock-themed installations. Coupled with festive performances and dazzling light effects, GEG wishes the Macau community a prosperous new year!



MGM
美高梅

金獅賀歲，福兔迎春！美高梅花車隊伍以「靈兔舞動喜迎春」為主題，花車是歡樂能量的載體，在旁更有舞動的歡樂大使和靈兔，沿途向市民傳遞祝福，寓意為澳門經濟注入更多能量和活力。新年新氣象，祝願澳門百業興旺，欣欣向榮。



The Golden Lion ushers in the Year of Golden Rabbit in jubilation! Inspired by the theme "Embracing the Spring Festival with Vibrant Rabbits", MGM's float, together with our team of fervent dancers and agile bunnies, embrace and share the enchanted Chinese New Year festivity to all of our residents and visitors. Our lively performance hopes to bring forth more enthusiastic energies to our economy and the city in whole, sending the most prosperous wishes to all sectors in the community, for a thriving year ahead.

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澳娛綜合度假股份有限公司
SJM RESORTS, S.A.



大展鴻兔，如意吉祥

澳娛綜合度假股份有限公司（「澳娛綜合」）的新春花車

以「大展鴻兔，如意吉祥」為主題，兔子造型的花車，耳聽八方，機靈可愛。

花車上載有八只彩兔，活潑跳脫，分別象徵健康、富貴、長壽、平安、幸福、快樂、好運和順景。中央位置是大型旗幟狀熒光幕，配合生動影像，寓意鴻圖大展。周邊綴以祥雲圖案及立體如意結，色彩繽紛，喜氣洋洋！澳娛綜合與全澳市民共迎新年新氣象，祝澳門各行各業大展鴻「兔」，人人如意吉祥，動如脫兔，幸福安康！

Fortune Leaps into the Year of the Rabbit

The elaborately decorated float of SJM Resorts, S.A. ("SJM") is based on the theme of "Fortune Leaps into the Year of the Rabbit". The float carries with it eight colourful and vibrant rabbits, signifying Health, Prosperity, Longevity, Peace, Blessedness, Happiness, Luck and Smooth Sailing. The flag-shaped centre screen enlivens the float with light and sound, and beckon good fortune for all sectors of the economy. Lined with whimsical clouds and three-dimensional mystic knots, the float spreads blessings as it parades across town. Ringing in a new year, SJM wishes all trades to blossom with renewed vitality like spirited bunnies in spring, and all of Macau to forge progress in leaps and bounds.



喜迎歡欣兔年，活潑的福兔已急不及待展露好動一面，與花車上的永利關愛大使永永、利利及一眾籃球舞蹈員上演一場別開生面的籃球表演，分享兔躍盛世、昌盛繁榮的願景。今年永利花車由繁花盛放的摩天輪及閃耀奪目的籃球場組成，帶有貨如輪轉、花開璀璨的寓意，傳遞着「福佑神州永昌盛，春滿濠江利繁榮」的美好祝願。



The Rabbit of Fortune has hopped onto Wynn's vibrant float, joining Wynn Ambassadors Wing Wing and Lei Lei as they happily welcome the Year of the Rabbit. Adorned with a floral Ferris wheel symbolizing the smooth flow of trade and a dazzling basketball court where graceful basketball dancers leap and jump with glorious joy, this year's float carries auspicious blessings of prosperity and wealth for Mainland China and Macau, greeting spectators with cheers and dancing as it parades brightly through the city.

兔躍盛世歡樂春節

花車

Carros alegóricos
Floats

澳門金沙度假區
Sands
RESORTS MACAO



兔躍福門

澳門金沙度假區花車設計融合了澳門倫敦人的國會大廈外牆和大笨鐘，並以倫敦人光效匯演為設計主軸；整座建築迷你登場並與燈光互相輝映，以繽紛奪目的造型絢麗巡遊。活力四射的舞蹈員在巴洛克建築設計的陽台上翩翩起舞，為沿途觀賞的市民和遊客送上精采表演及新春祝福，祈各行各業兔年事事順利。澳門金沙度假區同時亦祝大家在新一年裏幸福美滿，喜躍福門。

Leaping Rabbit

The design of the Sands Resort Macao float is inspired by The Londoner Macao's signature House of Parliament façade and Big Ben, with the newly launched Londoner Light and Sound Spectacular as the highlight. A miniature version of the British-themed integrated resort is canvased by entrancing hues, mesmerising residents and tourists along the way. On the Baroque-style balcony, vibrant dancers extend dearest wishes and greetings with engaging performances. Sands Resorts Macao wishes everyone happiness and prosperity in the Year of the Rabbit.

MELCO
新濠

福兔"型"新春

喜迎兔年，“福兔號”將帶領新濠再創佳績，推動集團時刻革新，追求完美，務求為澳門帶來最佳娛樂、餐飲及住宿體驗。花車的設計核心反映了這份創意念，當中使用之視覺元素“無限鏡”寓意新濠將繼續時刻走在最前，邁向更美好的未來。



Bouncing into the New Year with Fu Tu

Hopping into the Chinese New Year of the Rabbit, “Fu Tu” will lead Melco into reaching new heights as the Group continues to push boundaries and pursue perfection – bringing the best in entertainment, food & beverage and accommodation offerings to Macau. The float's core design is based on this concept and features “infinity mirrors” as a key visual element, indicating Melco will continue to stand at the forefront of innovation as the Group heads towards a better and brighter future.

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珠海橫琴長隆花車，彙聚了珍稀海洋動物-鯨鯊、超級猛獁以及長隆宇宙飛船。福兔天生聰穎，擁有飛躍千里、開創新勢力的能力。福兔一直希望重臨大地為凡人造福。兔年初三，福兔將手握“福運蓮”親臨澳門，帶領大家在此盛世的來臨之際同遊珠海橫琴長隆，一同遨遊海洋王國，體驗創造五項世界紀錄的鯨鯊館；一同體驗新奇，搭乘世界最高的超級猛獁機械花車；一同穿越宇宙，探索全新的長隆宇宙飛船，即將開業的長隆宇宙飛船擁有世界最大的魚類展覽池、世界最大的亞克力玻璃觀景窗、世界最大的活體珊瑚缸、世界最大的鯊魚展示缸、世界最大的海洋生物維生系統……一個個世界之最，將給遊客全新的旅遊體驗。

Whale sharks, Super Mammoth and the brand new theme park-Chimelong Spacecraft are all present on today's Zhuhai Hengqin Chimelong Float Parade. In the Lunar New Year, Zhuhai Hengqin Chimelong International Ocean Resort will bring you luck and special travel experience.

To allow everyone to take in the wonders of the globe, Happy Rabbit invites Chimelong International Ocean Resort to Macau on the third day of the Lunar New Year. The brand-new Super Mammoth, an Ocean Kingdom amusement project, and a Whale Shark aquarium with five world records can be seen on the decorated vehicle of Zhuhai Chimelong. The Chimelong Spacecraft is Zhuhai Chimelong's new theme park, and it boasts the largest fish exhibition pool, largest acrylic glass viewing window, largest living coral tank, largest shark display tank, and largest marine life support system in the entire world. Travelers will receive an experience beyond their wildest dreams from the Chimelong Spacecraft.

大橫琴泛旅游

琴澳和鳴，“兔”飛猛進！珠海大橫琴泛旅遊發展有限公司花車，以深受大灣區遊客喜愛的橫琴星樂度·露營小鎮為設計元素，主體是一艘航船，代表星樂度“琴島奇航”主題；前半部分是一隻大紅色福兔，它的頭冠代表星奇塔無動力世界，星樂度的小明星——獵豹奇塔、海狸貝哥和獨角獸尤尼也在福兔身畔向大家招手；花車後方是戴著兔子頭飾的小鎮“鎮長”獅子阿度，它正在深海迷宮旁向所有人恭賀新年：“兔”飛猛進，樂度新春！新的一年，大橫琴泛旅遊公司祝大家“星”春大吉，“星”想事成！歡迎來橫琴星樂度，體驗“琴島奇航”，一同自然成長！



兔躍盛世 歡樂春節

花車

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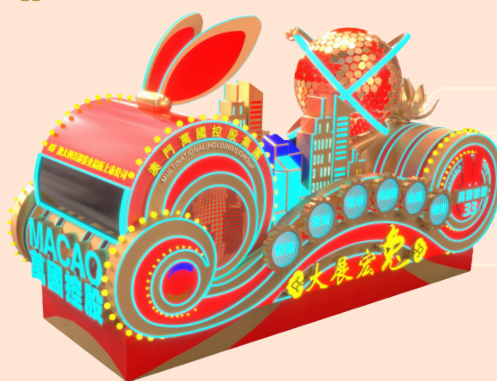


ASF 澳大利亞證券交易所上市公司

萬國控股集團

Multinational (Holdings) Group

澳門萬國控股集團以“如意”為車身設計，糅合“靈動玉兔”“金蓮花”“地球”等元素，象徵兔年世界“兔氣揚眉”，琴澳深合區“大展宏兔”！車身齒輪聯動的“新經濟、金融、文旅、醫療供應鏈、公益事業”以及澳洲上市公司的礦產資源等六大板塊，體現了“歷經33載的萬國控股集團”堅定支持政府多元發展的決心，砥礪前行，攜手各界共創未來！



Macau Multinational Holdings Group uses “Ruyi (as desired)” as the body design of the car, combining the elements of the “Intelligent Jade Rabbit”, “Golden Lotus”, and the “Earth”. The design symbolises that in the Year of Rabbit, the world will advance “by leaps and bounds” and the Guangdong-Macao In-Depth Cooperation Zone in Hengqin will ride on “the crest of success”! The six sectors of “New Economy, Finance, Cultural Tourism, Medical Supply Chain, Public Welfare”, as well as the “Mineral Resources” of the listed company in Australia, synergise in the car’s wheels. It reflects the determination of “Multinational Holdings Group, a group with 33 years of experience” which will continue to firmly support the diversified development of the government, to forge ahead and join hands with all sectors to create a better future!



兔躍盛世 歡樂春節

花車 Carros alegóricos Floats



亞洲旅遊交流中心 Asia Tourism Exchange Center

亞洲旅遊交流中心是國家文化和旅遊部駐港澳地區的專門機構。該花車聚焦“美麗中國·新體驗”旅遊宣傳品牌，以千年運河及其航船為載體，把“熊貓一家”、“福兔”、大紅燈籠、中國古典建築藝術以及新春祝福語等中華優秀傳統文化與喜慶元素融合起來，配以澳門區花和運河沿線標誌性景觀照片，表達祝福祖國福運昌盛、澳門人民幸福安康、文化和旅遊業重振雄風之意。



Asia Tourism Exchange Center is a specialized agency of the Ministry of Culture and Tourism of the People's Republic of China located in Hong Kong and Macao. The float focuses on the tourism promotion brand of Beautiful China. Using the Millennium Canal and its ship as the carrier, combined with the traditional Chinese culture such as the Panda Family, Fu Rabbit, red lanterns, Chinese classical architectural art, and Chinese New Year greetings. Accompanied by the flower emblem of Macao and the iconic landscape along the canal, expressing the wishes for the prosperity of China, the happiness and well-being of the people of Macao, and the revival of culture and tourism.



市政署 INSTITUTO PARA OS ASSUNTOS MUNICIPAIS

市政署花車以金、紅作為主調顏色，喜氣洋洋迎新春。金兔造型的花車上佈滿喜慶吉祥的風車，意為“運轉乾坤”好事連連，吉祥如意。祝願全澳市民於兔年，大吉大利、心想事成、時來運轉。



Para acolher com alegria a chegada do Ano Novo Lunar, o carro alegórico que representa o Instituto para os Assuntos Municipais utiliza o dourado e o vermelho como cores predominantes. O carro tem a forma de coelho e está repleto de cata-ventos giradores que simbolizam mudanças favoráveis, boa sorte e felicidade. Desejamos a toda a população de Macau um feliz e próspero ano do Coelho e que tudo corra à medida dos seus desejos.

The float of the Municipal Affairs Bureau uses red and gold as its main colours to joyfully welcome the arrival of the Chinese New Year. The float resembles a golden rabbit and is covered with festive and auspicious windmill decorations, symbolising “taking a turn for the better”, good luck and happiness. IAM wishes that the Macao public would have good fortune and their wishes would come true in the Year of the Rabbit.

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澳門貿易投資促進局

Instituto de Promoção do Comércio e do Investimento de Macau
Macao Trade and Investment Promotion Institute



今年澳門貿易投資促進局的花車以“兔來運轉”為主題，整輛花車換上賀年兔子的裝扮，象徵“金兔報喜”。細看，花車上有著一班活潑勤勞的兔子，正在執行不同的工作，安裝標誌、搬運燈飾、表演扇舞等等，代表會展活動內的“會展人”，正在搭建展覽，他們就是“會展平台”的“幕後功臣”。當中，他們齊心合力裝飾中間的巨型蘿蔔，寓意來年澳門“活力充沛”，會展活動“碩果累累”。

Este ano, o carro alegórico do Instituto de Promoção do Comércio e do Investimento de Macau (IPIM) tem como tema "O Coelho Vem para Melhor". O carro alegórico é decorado com coelhos de vestido de Ano Novo, que simboliza a "Anunciação do Coelho Dourado". Olhando de perto, um grupo de coelhos animados e muito trabalhadores estão a realizar diversas tarefas, entre as quais a colocação dos sinais, o transporte de iluminações e a dança de leques, representando os "Expositores" das actividades de MICE, ocupados com a montagem da exposição. Eles são os "Heróis nos Bastidores" das "Plataformas de Exposições". Eles trabalham em conjunto para decorar a cenoura gigante no meio, que simboliza a nossa cidade Macau "Cheio de Energia" no próximo ano, com as actividades do MICE "Produzindo Resultados Frutíferos".

This year, the float of the Macao Trade and Investment Promotion Institute (IPIM) has the theme of "Rabbit Comes for the Better". The entire float is decorated with rabbits in New Year costume, which symbolizes the "Golden Rabbit Annunciation". With a closer look, a group of lively and hardworking rabbits are performing different tasks, including the installing of signs, the transporting of lightings, and the performing of fan dances on the float, which represents the "Exhibitors" of the MICE activities, busy with installation works of the exhibition venue. They are "Behind-the-scene Heroes" of the "Exhibition Platforms". It is noteworthy that they work together to decorate a giant carrot in the middle, signifying that Macao will be "Full of Energy" in the coming year, with MICE activities "Yielding Fruitful Results".



澳門特別行政區政府文化局

INSTITUTO CULTURAL do Governo da Região Administrativa Especial de Macau

文化局本年的花車以文化列車為主題，載著活潑的兔子藝術表演者和澳門文遺景點，為市民及旅客帶來一場文化體驗之旅。祝願澳門兔年吉祥、百業興旺。

O tema do carro alegórico do Instituto Cultural para o desfile deste ano é “comboio cultural”. Escortado por animados artistas coelhos e pelo famoso património cultural de Macau, irá proporcionar ao público e turistas uma viagem de experiência cultural, formulando os melhores votos para o Ano Novo Chinês do Coelho e para a diversificação e prosperidade das indústrias culturais de Macau.



The theme of the Cultural Affairs Bureau's float is a cultural train this year. Escorted by lively rabbit artists and the famous Macao cultural heritage, it offers Macao citizens and tourists a journey of cultural experience, wishing a happy and prosperous year ahead.

兔躍盛世 歡樂春節

花車 Carros alegóricos Floats



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

體育局的農曆年新年花車，以“花開富貴畫錦堂”為主題，全車以富貴年花配上全盒造型屏幕，展示各項大型體育活動的精彩時刻，同時，亦祝願在新一年，全澳市民身體康健、活力無限，澳門運動員突破自我，再創佳績。



The Lunar New Year float of the Sports Bureau is decorated with the theme of "Blooming flowers wishing a flourishing year ahead". The float is equipped with LED screen and is decorated as a giant candy box with blooming flowers which showcases wonderful moments of the major sporting events in Macao. At the same time, it also brings wishes to all citizens in Macao with good health and vitality, and all Macao athletes can breakthrough themselves and attain higher achievements in the coming year.

橫琴 經濟發展局
HENGQIN Direcção dos Serviços de
Desenvolvimento Económico
ECONOMIC DEVELOPMENT BUREAU



橫琴粵澳深度合作區經濟發展局花車，以“玉兔迎新春”為主題，車身造型以一隻戴著舞獅頭套的萌趣兔子為主體，整體設計年輕化立體化，配上摺扇、浪花等國潮元素，寓意玉兔奔來送新春。同時以海岸元素與橫琴城市剪影相結合的方式，展現了文化交融的特點與深厚的城市底蘊，營造濃厚喜慶的新年氣氛，祝願澳門居民和旅客新年身體健康！揚眉兔氣！鴻運不歇！萬事遂心！

O carro alegórico da Direcção dos Serviços de Desenvolvimento Económico da Zona de Cooperação Aprofundada entre Guangdong e Macau em Hengqin, com o tema "Coelho dá boas-vindas ao Ano Novo", apresenta um coelho querido com chapéu de dança de leão, leque e ondas e um design juvenil e tridimensional, simbolizando a acolhimento do festival de Primavera. Este combina também elementos costeiros com a silhueta da cidade de Hengqin, mostrando as características da mistura cultural e o profundo património da cidade, no sentido de criar um ambiente de Ano Novo forte e festivo. Desejamos aos residentes e visitantes de Macau um maravilhoso Ano do Coelho, boa saúde, felicidades e prosperidade!

With the theme "Rabbit Welcoming the Spring Festival", the floats of the Economic Development Bureau of Guangdong-Macao In-Depth Co-operation Zone in Hengqin is crafted as a lovely rabbit wearing a lion dance headband, embellished with folding fans, sea waves and other 3D artistic elements, portraying the Celestial Rabbit ushering in the Spring Festival. At the same time, the combination of coastal elements and Hengqin city's silhouette symbolise the mixture of different cultures and profound urban heritage, creating a joyful festive atmosphere of the New Year. Wishing all Macao citizens and travellers in the city a wonderful Year of Rabbit, good health, happiness and prosperity!

兔躍盛世

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



福兔賀歲喜臨門 萬家燈火福運蓮

今年旅遊局花車以象徵喜慶團圓的燈籠作主題，寓意本澳在新一年家家戶戶張燈結彩、團團圓圓萬家歡騰的景象。

花車車頭靈感來自象徵祥瑞玉兔的兔子燈籠，中國傳統相信兔子燈籠經過的地方就是吉祥所到之處，為全澳市民及旅客帶來繁盛昌旺的祝福。

車身上的福兔精靈們為大家帶來繁花似錦的美景，攜手把福運蓮獻給全澳，祝願大家來年富貴吉祥、福運蓮年。

O Coelho da Sorte dá as boas entradas de ano novo e as luzes da cidade chamam e passam a boa fortuna

Tendo como tema do carro alegórico da Direcção dos Serviços de Turismo deste ano a lanterna, que simboliza a alegria e a reunião de família. Esta é uma altura em que todas as casas de Macau são decoradas com lanternas e festões para celebrar o Ano Novo Chinês, construindo uma cena festiva e alegre na cidade.

A parte da frente do carro alegórico foi inspirada pela lanterna tradicional do coelho, que simboliza o coelho auspicioso. Na tradição chinesa, acredita-se que o local por onde passa a lanterna do coelho se tornará um lugar abençoado, trazendo prosperidade e abundância para os residentes de Macau e visitantes.

Os Coelhos da Sorte no carro alegórico trazem a todos nós um belo cenário de flores e todos juntos apresentam a lótus da sorte a Macau, desejando a todos um próspero e feliz ano novo.

Golden Rabbit Welcoming Spring, Lantern Lighting Celebrating New Year

The MGTO float this year displays the theme of the lantern, which symbolizes festive and joyful reunion. It visualizes a scene where every family in Macao is decorated with lanterns and is celebrating Chinese New Year.

The front of the float is inspired by the traditional rabbit lantern, which represents the auspicious jade rabbit. Traditional Chinese believe that where the rabbit lantern passes will become a blessed place and the rabbits would bring joy and prosperity to the citizens and tourists of Macao.

The lucky rabbit elves on the float bring the beautiful scenery of flowers and blossoms to everyone. All together they present the lucky Lotus to Macao, wishing everyone a prosperous and blissful new year.