

# 花車 Carros alegóricos Floats



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

文化和旅遊部花車，以「歡樂春節·龍行天下」為主題，以吉祥龍形象為主體，將「你好！中國」、歡樂春節標識，以及燈籠、祥雲、迎春梅等元素融為一體，並通過LED顯示屏循環播放各省市著名景區和宣傳口號，以渲染喜慶、祥和的節日氛圍。

*The float of the Asia Tourism Exchange Center, with the theme of "Happy Chinese New Year! Happy Year of the Dragon!". With the Auspicious Dragon image as the main body, the float incorporates iconic symbols or elements such as "Nihao! China", "Happy Chinese New Year!", lanterns, auspicious clouds, plum blossoms, etc. Famous scenic spots and promotional slogans in various provinces and cities are displayed in a loop through the LED to create a festive and peaceful festival atmosphere.*



## 市政署 INSTITUTO PARA OS ASSUNTOS MUNICIPAIS

市政署花車顏色以金、紅作為主調，喜氣吉祥迎新春。金龍造型的花車上佈滿五彩斑斕，閃閃發光的煙花燈，意為金龍獻瑞，喜慶吉祥，大吉大利。祝願全澳市民龍年行大運，吉祥如意、心想事成。

*The Municipal Affairs Bureau (IAM) float is primarily gold and red to celebrate an auspicious and joyful start of the Chinese New Year. The float resembles a golden dragon covered with colourful and shiny lights in the shape of fireworks, symbolising the golden dragon bringing joy and good fortune in the new year. IAM wishes the Macao public good fortune and that all their wishes would come true in the lucky Year of the Dragon.*





# 花車 Carros alegóricos Floats



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“躍”會澳門為主題，利用花車上的各樣賀年元素，帶出澳門是會議展覽理想目的地的信息。花車上的金元寶，代表“以會帶展，以展招商”帶來的機遇；祥雲代表騰雲“展”翅，盛會綻放，寓意澳門會展業甲辰龍年蓬勃發展；刻有澳門會展優勢的銅錢，象徵多“元”“會”聚澳門，祝願澳門經濟在適度多元發展下，各行各業萬事可期，龍年行大運。

*Carro alegórico do IPIM (Instituto de Promoção do Comércio e do Investimento de Macau) deste ano sob o tema “Meet@Macao”, engalanado com uma grande variedade de elementos do Ano Novo Chinês, transmite a mensagem de que Macau é um destino ideal para convenções e exposições. Lingote de ouro chinês representa as oportunidades criadas por “Incentivo de exposições através das convenções, captação de investimentos através de exposições”. Nuvens auspiciosas representam “abrir de asas”, significando o desenvolvimento próspero da indústria de convenções e exposições de Macau no Ano Novo do Dragão; Moedas de cofre com frases promocionais das vantagens da indústria de convenções e exposições de Macau simbolizam convenções e exposições com mundos e fundos na economia mais diversificada de Macau, com enormes esperanças de um próspero Ano Novo do Dragão que, no sentido da diversificação adequada da economia local, traga as maiores felicidades para todos os sectores da sociedade.*

*With the theme “Meet@Macao” IPIM’s (Macao Trade and Investment Promotion Institute) float this year is decorated with a number of Lunar New Year elements, sending the message that Macao is the perfect destination for conventions and exhibitions. The Chinese gold ingots serve as a metaphor for “Encouraging exhibitions through conventions, attracting investment through exhibitions.” The wispy auspicious clouds represent the “spreading of wings”, signifying the prosperous development of Macao’s convention and exhibition industry in the Year of the Dragon. The ancient Chinese coins express the gathering of conventions and exhibitions with diversified themes, advantages and fortunes in Macao, putting across the wish that Macao is prosperous in the Year of the Dragon with the economy moving towards the appropriate diversification and all sectors and industries enjoying unlimited success.*



文化局

INSTITUTO CULTURAL



文化局花車以金龍騰飛為主題，綻放演藝之都的光彩和活力。中國龍文化源遠流長，衍生出豐富多彩的民俗文化活動。花車以龍的形態為主體，金龍騰飛活力澎湃，寓意藝文活力歡躍飛騰，藝文盛事樂滿全城。生動活潑的吉祥小龍送上新春祝福，祝願澳門繁榮興旺！全澳市民幸福安康！

*Para celebrar o Ano do Dragão, o tema do carro alegórico do Instituto Cultural para o desfile deste ano é “Dragão Dourado”, que reflecte o brilho e a vitalidade da Cidade de Espetáculos. A cultura chinesa do dragão tem uma longa história, desenvolveu e derivou em actividades culturais folclóricas ricas e coloridas. O carro alegórico tem a forma de um dragão dourado que levanta voo com grande vitalidade, simbolizando a alegria e a vitalidade dos eventos artísticos e culturais de Macau. Desejando a prosperidade de Macau e todos os cidadãos de Macau felicidades e saudáveis!*

*In celebration of the Year of the Dragon, the theme of the Cultural Affairs Bureau’s float for this year’s parade is “Golden Dragon”, which reflects the brilliance and vitality of the City of Performing Arts. Dragons are deeply rooted in Chinese culture and has developed and derived into rich and colorful folk cultural activities. The float is in the shape of a golden dragon that takes off with great vitality, symbolizing the joy and vitality of Macao’s artistic and cultural events. Wishing the prosperity of Macao and all Macao citizens be happy and good health!*

# 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

本年體育局的花車造型結合了「體育」和「龍」的元素，透過在花車中央設置屏幕，向本澳市民及遊澳旅客展示本澳各項大型體育活動，而車身則以閃片作為龍鱗，令整體造型更顯朝氣活力，並帶有龍馬精神之吉祥寓意，鼓勵社會各界共同踴躍參與2025年「第十五屆全國運動會」澳門賽區志願者的招募工作。在此，祝願在新一年，全澳市民身壯力健，萬事如意，澳門運動員突破自我，再創佳績。



*Este ano, o carro alegórico do Instituto do Desporto integra elementos associados ao “desporto” e ao “dragão”, mostrando aos residentes e visitantes a ampla variedade de eventos desportivos de grande envergadura realizados na cidade através de um ecrã instalado no centro do carro alegórico. O veículo é decorado com lantejoulas que lembram escamas de dragão, conferindo um grande dinamismo ao design geral e expressando bons auspícios através da imagem do dragão e do cavalo, a fim de incentivar todos os quadrantes da sociedade a participar no processo de recrutamento de voluntários da Zona de Macau da 15.ª edição dos Jogos Nacionais da República Popular da China, em 2025. Desejamos a todos os habitantes os melhores votos de boa saúde, as melhores felicidades para o novo ano e que os atletas de Macau possam superar-se a si mesmos e alcançar novamente excelentes resultados.*

*The parade float of the Sports Bureau this year integrates the elements of ‘sport’ and ‘dragon’ and showcases to residents and tourists the rich variety of major sporting events held in the city via a screen installed in the middle of the float. The vehicle is decorated with sequins that resemble dragon scales, adding vivacity to the overall design and carries the auspicious meaning of the dragon and horse to encourage all walks of life to actively participate in the volunteer recruitment for the 15<sup>th</sup> National Games in 2025 in Macao. We wish all Macao residents good health, all the best in the new year, and for Macao athletes to push themselves and achieve more great results.*



橫琴經濟發展局  
ECDHengqin

## 龍騰盛世創先機，兩地合作穩雙贏

本次花車將以雙龍共建繁榮為主體思想，寓意琴澳完美融入國家發展大局，打造宜居宜業城市，促進橫琴粵澳深度合作區融合新發展及四大產業，令兩地經濟發展平步青雲。



## **Dragon of Fortune Brings Opportunities; Securing Mutual Benefits Through Cooperation.**

*The float is proudly themed ‘Two Dragons Jointly Building Prosperity’, signifying that Hengqin and Macao will merge into the overall development of the country. Creating a liveable and positive work environment, Hengqin and Macao are fostering the development of the In-Depth Cooperation Zone, especially the four key industries, so that the two places will see rapid economic growth.*

# 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「聚寶遊龍」為主題，融入「旅遊龍頭」的概念，車頭以龍頭呈現，象徵旅遊業在澳門的領先地位。

龍珠呈現於花車中央的聚寶盆上，寓意招財進寶，祝願澳門與祖國一同富強、擁抱燦爛光輝的前景。

花車上更加入「舞龍追龍珠」的傳統節慶習俗，象徵求吉納福，寓意旅遊局祝願澳門市民及旅客新春快樂、福運當前。

*The resplendent parade float of MGTO adorned with the majestic theme, 'Treasure Dragon', evokes social harmony in driving the economy forward, the dragon's head proudly emerges in front signifies the importance of Macao's tourism industry.*

*The dragon orb nestled delicately in a treasure-laden bowl at the core, symbolises an abundant of wealth and good fortune, a blessing filled with prosperity and a bright future to Macao and her motherland.*

*The "Chasing Dragon Pearl" spectacle unfolds the endless pursuit of fortune and auspiciousness through a mesmerising Dragon Dance performance, MGTO wishes citizens of Macao and visitors a happy and prosperous Chinese New Year.*

*O carro alegórico da Direcção dos Serviços de Turismo (DST) sob o tema "Dragão Tesouro" está integrado uma ideia de "Indústria dominante do Turismo", tendo colocado na parte da frente a cabeça de um dragão, simbolizando a posição de liderança da indústria do turismo em Macau.*

*A Pérola do Dragão coloca-se na Taça do Tesouro no centro do carro alegórico, significando a riqueza e a prosperidade, e desejando que Macau seja rico e forte juntamente com a Pátria e abrace um futuro brilhante.*

*O carro alegórico apresenta também o costume de festividade tradicional de "Dança do Dragão procurando a Pérola", que simboliza a busca de boa sorte e representa os votos da DST de um feliz e próspero Ano Novo Chinês para todos os residentes e turistas de Macau.*

騰龍運鑽  
歡樂春節

花車  
Carros alegóricos  
Floats



適逢澳門回歸25周年，美高梅以澳門與絲綢之路歷史關係為靈感，參考媽閣廟庭院中洋船石上之海船，創作以「船」為造型的「醒獅號」花車，寄願澳門經濟及民生一帆風順。船首以醒獅獅頭設計，象徵着勇敢和力量，身為「領航獅」的Leo船長帶領運財童女乘風破浪，一眾漁民舞龍舞獅，以充滿活力的創新廟會慶典表演迎接「醒獅號」豐收歸帆，共聚蓮城，將美好的祝福送給市民及遊客，祝願大家來年順風順水，萬事如意，得心應手！

To celebrate the 25<sup>th</sup> anniversary of Macau's return to the motherland, MGM takes inspiration from the city's historical ties with the Silk Road and the ship carving on the stone at the A-Ma Temple, MGM has created the ship-shaped "Dancing Lion Float" that symbolizes smooth and prosperous development of Macau's economy and livelihoods. The bow features a Lingnan lion head, representing bravery and power. Captain Leo leads the Goddesses of Wealth to ride out the waves, while the fishers welcome the Dancing Lion Float with dragon and lion dances along with vibrant and innovative temple fair celebrations, extending heartfelt blessings to both locals and tourists, and wishing everyone a smooth and auspicious year ahead!



永利賀歲花車以永利獨具特色的觀光纜車及金龍為設計靈感，寓意福龍騰飛迎新歲，而代表各行各業的舞者在福龍的帶領下載歌載舞，在喜慶熱鬧的福隆新街祝願澳門2024年百業興旺，傳遞「福星永高照，龍騰利萬家」的美好祈願。



A float in the shape of Wynn's iconic cable car and golden dragon, with dancers representing all walks of life joyfully celebrating on Rua da Felicidade (Fulong Street), extending the best wishes to Macau in the Year of the Dragon.

# 花車 Carros alegóricos Floats



**銀河娛樂集團**  
Galaxy Entertainment Group

欣逢澳門回歸祖國25周年及甲辰龍年的到來，今年，銀河娛樂集團的花車以盛大綻放之「金蓮花」為底座，藉此祝願澳門在這意義非凡的一年繁榮昌盛、居民幸福安康！此外，花車設計除了融入「澳門銀河™」的標誌性金色穹頂，亦加入銀河國際會議中心、銀河綜藝館、澳門安達仕酒店及澳門銀河 萊佛士等銀娛旗下第三期嶄新旗艦物業的建築元素，在絢麗多彩的舞蹈表演及動態走燈的相互映襯下，象徵著銀娛紮根澳門，致力為澳門「建文娛地標 創多元未來」。



On the 25<sup>th</sup> anniversary of Macau's return to the motherland and the arrival of the Year of the Dragon, Galaxy Entertainment Group's parade float is based on a grandly blooming lotus flower. It symbolizes GEG's wishes for happiness and prosperity for the city and its residents in this remarkable year. The float showcases the symbolic Cupola of Galaxy Macau™ and incorporates the architectural features of GEG's newly developed Phase 3 flagship properties, including Galaxy International Convention Center, Galaxy Arena, Andaz Macau and Raffles at Galaxy Macau. With spectacular dancing performances and mesmerizing light effects, GEG proudly celebrates its deep root in Macau and its commitment to exemplify the vision of "The Future. Diversified. Celebrating Macau's New Cultural & Entertainment Landmark"!



## 龍騰九天 福蔭濠江

澳娛綜合度假股份有限公司的花車以「龍騰九天 福蔭濠江」為主題。金龍腳踏祥雲、手持財寶，飛越澳娛綜合度假村酒店，祝澳門經濟騰飛、百業興旺！澳娛綜合吉祥物「森仔」以一身「龍」造型向大家拜年，祝澳門福澤綿延，人人如意吉祥！

### **Celestial Dragon Showers Macau with Blessings**

Under the theme of "Celestial Dragon Showers Macau with Blessings," SJM Resorts S.A.'s float showcases a mighty and majestic golden dragon, soaring through the heavens with bountiful treasures and riches in its claws. It weaves across SJM hotels and resort, beckoning Macau's economy and all industries to reach new pinnacles of prosperity. SJM's mascot, "Sam the Rooster," joined the celebration in the guise of a dragon to extend wishes of boundless wealth, joy, and good fortune to all families.

騰龍運鑽  
歡樂春節

花車  
Carros alegóricos  
Floats



澳門金沙度假區花車以路氹金光大道耀目地標—澳門倫敦人為設計主軸，採用了仿照西敏宮及國會大廈的澳門倫敦人外牆設計，與大笨鐘並肩「金」喜登場。威猛的大金龍沿著外牆盤繞而上，寓意生意興隆、節節高升，同時亦祝願大家在新一年碩果纍纍、龍運亨通。



*The design of the float is inspired by The Londoner Macao, the brand-new integrated resort of Sands Resorts Macao, and the newest landmark on the Cotai Strip. It incorporates the resort's imposing façade modelled after the Palace of Westminster and Houses of Parliament and Big Ben, and features an auspicious Golden Dragon for good luck and good fortune. Sands Resorts Macao wishes everyone a fruitful and joyful new start to the Year of the Dragon.*



MELCO  
新濠

新濠的花車以金龍為主題，同時結合旗下綜合度假村的標誌性建築特色及新濠影滙水上樂園的設計元素。車身以摩珀斯酒店的幾何紋理結構勾勒出精緻的龍鱗紋理，以華麗璀璨的金銀色為主調，象徵財富與尊貴。車上彎曲有致的滑水道綴以色彩繽紛的LED燈環，為花車注滿生機活力，不僅展現出金龍的雄偉氣勢，更突顯新濠影滙水上樂園作為全城矚目的娛樂設施的無窮趣味。

*Melco's golden dragon-themed Chinese New Year float combines elements that reflect the architectural elegance of its integrated resorts with the playful vibe of Studio City Water Park. The gold and silver float features a structure inspired by Morpheus at City of Dreams while imitating the scales of a majestic dragon, symbolizing wealth and nobility. A design highlight is its curved waterslide feature which is adorned with colorful LED rings to create a vibrant and mesmerizing display. The model not only captures the golden dragon's grandeur but also goes to highlight fun and innovative entertainment offerings available at the popular Studio City Water Park.*

# 花車 Carros alegóricos Floats



澳門萬國控股集團花車以“象徵中華文明的長城，以及代表騰飛精神、和合精神、必勝信念的巨龍圖騰相結合，配以充滿科技感的龍翼展翅高飛”，彰顯國家與澳門帶著更大信心和底氣邁進生機勃發的龍年！車上旋轉地球展示集團以澳門基地，投資涉及“一帶一路”20多個國家和地區；海浪上的“礦產能源、金融再保、智慧文旅、醫療工業、平台中心、公益事業”六大版塊，顯示萬國控股集團經過34年的努力，走出了一條融入國家發展大局的澳門非博彩企業創新多元之路。



*Macau Multinational Holdings Group presents a float that combines the Great Wall, a symbol of Chinese civilisation, and a dragon totem representing advancement, harmony and belief in victory, with technological dragon wings wide open. It indicates that Macao and the entire country are heading into the vibrant Year of the Dragon more confidently than ever before! The rotating globe on the float shows that the Group, based in Macao, has invested in more than 20 countries and regions along the Belt and Road. The six sectors of "Mines and Energy, Finance and Reinsurance, Smart Cultural Tourism, Medical Industry, Platform and Centre, and Public Welfare" on the waves reflect that Multinational Holdings Group has integrated into the country's overall development and found a path of innovation and diversification for Macao's non-gaming enterprises, as a result of its outstanding efforts over the past 34 years.*



## 珠海橫琴長隆 花車，匯聚了珍稀 海洋動物-虎鯨、超

級猛獁以及長隆宇宙飛船。龍騰虎躍，龍被視為吉祥的象徵，龍年被賦予了吉利和繁榮的寓意。

龍年初三，長隆（龍）花車將親臨澳門，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，體驗創造五項世界紀錄的鯨鯊館；一同體驗新奇，搭乘世界最高最大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，長隆宇宙飛船擁有7大世界紀錄：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.....新春期間，2023年12月在宇宙飛船誕生的大灣區土生土長的“灣區弟弟”——一頭健康活潑的虎鯨寶寶將在宇宙飛船與大家見面。一個個世界之最，將給遊客全新的旅遊體驗。



*Orcinus orca, Super Mammoth and the Chimelong Spacecraft are all present on today's Zhuhai Hengqin Chimelong Float Parade. Forge ahead like soaring dragons and leaping tigers. The dragon is a symbol of good fortune, and the Year of the Dragon is imbued with symbols of luck and prosperity.*

*To allow everyone to take in the wonders of the globe, Chimelong Float Parade will come to Macau on the third day of the Lunar New Year and invite everyone to travel the ocean and explore the space.*

*The brand-new Super Mammoth, the highest and biggest mechanical float in the world, 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, holds 7 world records: 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.....In December, 2023, a live healthy baby orca was born in Chimelong Spacecraft. He is looking forward to meet you in the Chimelong Spacecraft during New Year holiday. Travelers will receive an experience beyond their wildest dreams from the Chimelong Spacecraft.*