

永利負責任博彩宣傳活動計劃2026 Wynn's Responsible Gaming Promotional Activities 2026

永利一向秉持「負責任博彩——適可而止」的理念，一方面配合特區政府政策方向，嚴格遵守負責任博彩相關法規，另一方面積極推動各類宣傳教育工作，致力提升團隊成員、本澳市民及旅客對負責任博彩的認知。這不僅有助促進行業可持續發展，亦對鞏固澳門作為世界旅遊休閒中心的形象帶來正面影響。

永利持續與非牟利機構合作，推出以「認識負責任博彩，守護每一分精彩」為主題的宣傳活動，融合社區互動路演及創新的沉浸式體驗，以寓教於樂的方式，深入淺出地向市民及旅客傳遞負責任博彩的核心價值。這些互動元素有效提升活動的吸引力及推廣成效，在普及負責任博彩的同時，公眾亦能從社區中感受到澳門豐富的歷史文化底蘊。

針對內部團隊，永利持續舉辦互動路演、問答遊戲、工作坊和專題研討會等主題活動，傳達負責任博彩的正確認知。適逢世界盃舉行，上半年更重點向團隊成員推廣健康觀賽、理性娛樂的訊息。為提升前線人員的專業服務能力，永利亦加強培訓，強化團隊識別潛在博彩失調人士的能力，並提升相關輔導應對流程及溝通技巧。

Guided by the principle of “Responsible Gaming – Know Your Limits,” and in alignment with the Macao SAR Government’s directives, Wynn strictly abides by all relevant laws and regulations in accordance with responsible gaming policies. In addition, Wynn continues to proactively launch a wide range of promotional campaigns and educational initiatives to enhance awareness of responsible gaming among team members, local residents, and tourists. Through these efforts, Wynn aims to support the sustainable development of the industry while further strengthening Macao’s global reputation as a “World Centre of Tourism and Leisure”.

At the heart of Wynn’s approach to responsible gaming is community collaboration. Wynn continues to partner with non-profit organizations to present a series of promotional campaigns under the theme “Learn RG, Keep the Fun Alive.” Through a combination of interactive roadshows and innovative immersive experiences, these initiatives communicate the core principles of responsible gaming to both residents and tourists in a more engaging and accessible manner. By putting together captivating educational and interactive campaigns, Wynn can more effectively capture public interest and reinforce responsible gaming awareness. Participants are also given the opportunity to experience Macao’s rich cultural heritage, further amplifying the reach and impact of responsible gaming promotions.

To better communicate positive responsible gaming messages with team members, Wynn has also implemented a comprehensive range of company-wide initiatives including roadshows, quizzes, workshops, and themed seminars. Coinciding with the World Cup season, Wynn introduced initiatives to team members in the first half of the year to emphasize the importance of viewing games in a healthy way and as a form of rational entertainment. In an effort to elevate the professionalism and service standards of frontline team members, Wynn continues to enhance its training programs, with a focus on improving the ability of team members to identify individuals who may be experiencing gambling-related issues. At the same time, Wynn is refining its counselling procedures and boosting communication skills training programs to ensure more effective and empathetic engagement is given to individuals in need of support.



負責任博彩推廣路演
Responsible Gaming Roadshow

月份 Month

活動 Event

形式 Type

三至十一月

March – November

認識負責任博彩，守護每一分精彩

Learn RG, Keep the Fun Alive

世界盃足球X理性娛樂

World Cup Football X Rational Entertainment –
smart ways to enjoy the game

推廣路演

Roadshow at
Back of House

三至十一月

March – November

認識負責任博彩，守護每一分精彩

Learn RG, Keep the Fun Alive

世界盃足球 X 理性娛樂

World Cup Football X Rational
Entertainment – smart ways to enjoy the game

有獎問答遊戲

Quiz at Back of House

六至十二月

June – December

負責任博彩線上課程

Responsible Gaming E-learning Course

線上培訓課程

Online Learning

六及九月

June and September

「認識負責任博彩，守護每一分精彩」

負責任博彩大使工作坊

“Learn RG, Keep the Fun Alive” Responsible
Gaming Ambassador Workshop

專題研討或工作坊

Seminars or Workshops

十月

October

沉浸式互動

Immersive Interaction

社區宣傳

Community Promotion

十一月

November

社區推廣外展活動

Community Outreach Activity

社區宣傳

Community Promotion

十二月

December

「負責任博彩」桌遊工作坊 - 教員培訓計劃

Responsible Gambling Board Game -
Train the Trainer Program

專題研討或工作坊

Seminars or Workshops



負責任博彩大使工作坊
Responsible Gaming Ambassador Workshop



負責任博彩社區推廣
Responsible Gaming Community Outreach