





永利負責任博彩宣傳活動計劃2025

Wynn's Responsible Gaming Promotional Activities 2025

永利支持「負責任博彩—適可而止」的理念, 致力於促進行業健康發展和履行企業社會 責任。隨著行業環境與社會需求的變化, 永利積極推動負責任博彩的全面落實,為 澳門的國際形象增添亮點。

永利堅信,推廣負責任博彩的核心在於建立多 方合作的協同效應。通過與非牟利機構合作, 推出以「主動求助,贏得未來」為主題的宣傳 活動。活動融合互動路演、問答遊戲及創新的 沉浸式體驗環節,在社區內結合互動探索,不 僅深化負責任人生的理念,同時發掘片區的歷 史文化價值,進一步提升活動吸引力及推廣成 效。

另外,永利高度重視團隊成員培訓,推出結合 行為心理學與情景模擬的工作坊,幫助團隊成 員掌握識別賭博失調風險的能力,提升其應對 與輔導水平。永利冀透過系統化培訓進一步鞏 固團隊成員的專業知識,確保負責任博彩理念 能在服務層面有效落實。

展望未來,永利將繼續與社會各界保持緊密合作,促進行業的可持續健康發展,從而提升國際競爭力,鞏固澳門作為世界旅遊休閒中心地位。



Guided by the principle of "Responsible Gaming – Know Your Limits," Wynn will continue to promote the sustainable development of the gaming industry and fulfill its corporate social responsibility. As the demands of the industry change and societal needs evolve, Wynn remains committed to fully implementing responsible gaming initiatives to boost Macao's global image.

At the heart of Wynn's approach to responsible gaming is community collaboration. By forging strong partnerships with non-profit organizations, Wynn has launched a series of "Seeking Help for Winning the Future" promotional campaigns, which feature interactive roadshows, quizzes, and innovative immersive experiences to engage with members of the local community. These campaigns not only give participants a deeper understanding of responsible living, but also highlight Macao's cultural heritage. This collaborative approach significantly amplifies the reach and impact of the responsible gaming campaigns.

Employee development is also paramount at Wynn, and as a result, the company has implemented a robust responsible gaming training programs of dedicated workshops. These workshops blend behaviourism with scenario-based simulations, enabling Wynn team members to identify early signs of gaming-related risks. By equipping employees with these critical skills, Wynn ensures timely and appropriate support is offered, contributing to a more responsible and sustainable gaming environment. Wynn hopes to further build on the professionalism of its team members through systematic training to ensure that the concept of responsible gaming is effectively implemented at the service level.

Looking ahead, Wynn will continue to work closely with all sectors of society to promote the sustainable development of the industry in an effort to boost Macao's global competitiveness and solidify the city's position as a "World Center of Tourism and Leisure."



