

## MICE STATISTICS

### 1<sup>ST</sup> QUARTER/2009

No. 1

In the first quarter of 2009, a total of 387 MICE events were held in various venues, comprising 370 meetings/conferences (96% of total) and 17 exhibitions, with an average duration of 2.2 days, these events brought in 154,034 participants/attendees. The average duration of exhibitions was 4.2 days, attracting 116,218 attendees (75% of total); average duration of meetings/conferences was shorter, at 2.1 days, with 37,816 participants.

#### 1. Principal Information on MICE Events by Type

Type of Event	No. of Events	No. of Participants	Average Duration (day)
<b>Total</b>	<b>387</b>	<b>154,034</b>	<b>2.2</b>
Meeting	370	37,816	2.1
Government Meeting	42	3,478	2.3
Association Meeting	96	12,271	1.5
Corporate Meeting	183	14,674	2.3
Conference	25	3,986	2.3
Incentive Meeting/Travel	15	2,186	3.1
Others	9	1,221	1.7
Exhibition/Expo	17	116,218	4.2

As regards subject of MICE events, the majority focused on *Commerce, Trade & Management* (113), *Education & Training* (62) and *Information Technology* (48). Analyzed by type, most of the events were Corporate Meetings (183), Association Meetings (96) and Government Meetings (42).

Chart 1. MICE Events by Subject

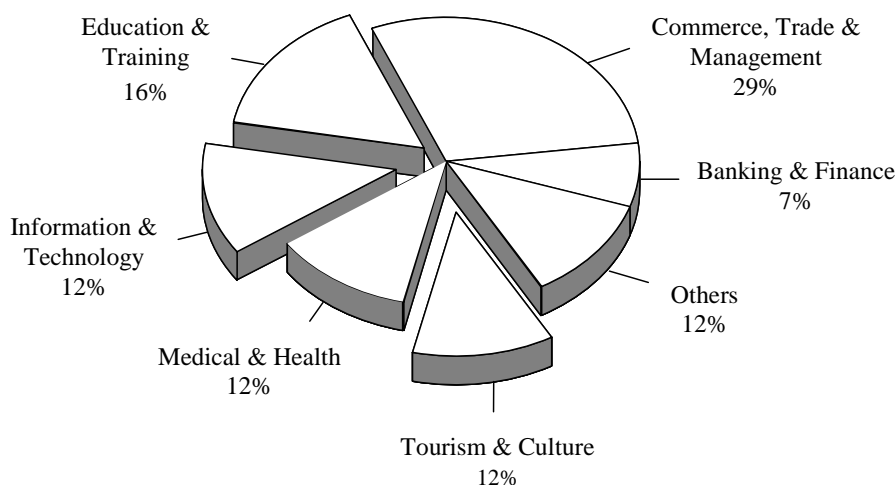
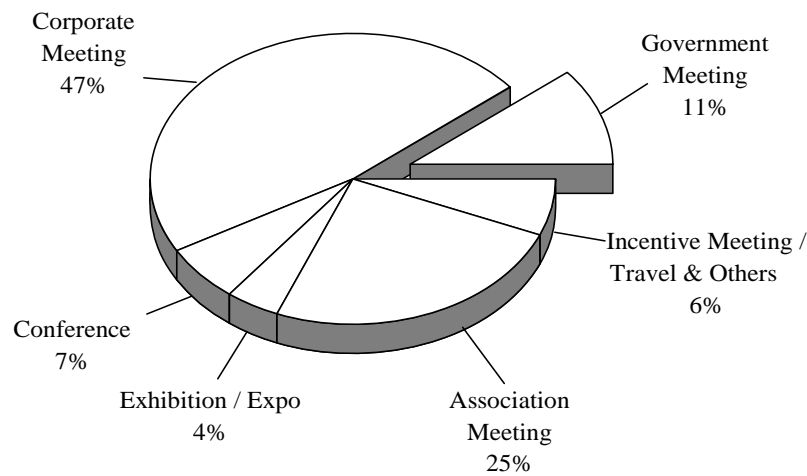


Chart 2. MICE Events by Type



Discerning MICE events by venues, 222 meetings and 8 exhibitions (230) were held in hotels, drawing a total of 116,387 participants/attendees. Although Corporation Meetings (160) predominated in the number of events held, total number of attendees drawn by 8 exhibitions reached 97,303 (84% of total).

Meanwhile, there were 157 events held in convention & exhibition centres, and other conference venues, bringing in 37,647 participants/attendees, the majority were Association Meetings (67), but 9 exhibitions recorded 18,915 attendees (50% of total).

### Methodology

Coverage of quarterly MICE statistics comprises more than 40 three to five-star hotels, major convention & exhibition centres and other conference venues. Meanwhile, an electronic version of the questionnaire is made available to our respondents who may return the duly completed questionnaire via the internet.

### Glossary

**Government Meeting:** An event at which attendees are civil servants, government officials or service providers to governmental entities.

**Association Meeting:** An event initiated by an association.

**Corporate Meeting:** Gathering of employees or representatives of a commercial organisation. Usually, attendance is required and travel, room and most meal expenses are paid for by the organisation.

**Conference:** An event used by any organisation to meet and exchange views, convey a message, open a debate or give publicity to some area of opinion on a specific issue. No tradition, continuity or periodicity is required to convene a conference. Although not generally limited in time, conferences are usually of short duration with specific objectives.

**Incentive Meeting/Travel:** A management tools that uses an exceptional travel experience to motivate and/or recognise participants for increased levels of performance in support of other organizational tools.

**Exhibition/Expo:** 1) Display of products or promotional material for the purposes of public relations, sales and/or marketing; 2) An event at which products and services are displayed. The primary activity of attendees is visiting exhibits on the show floor. These events focus primarily on business-to-business (B2B) relationship.

1 按類型劃分的會展活動主要統計

ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES SEGUNDO O TIPO  
PRINCIPAL STATISTICS ON MICE EVENTS BY TYPE

類型 Tipo / Type	總數 Total			酒店 Hotéis / Hotel			其他場地 Outros locais / Other Venues		
	活動總計 Nº de eventos/ No. of events	與會/入場人次 Nº de participantes/ No. of Participants	平均會期(日) Duração média (dia)/ Average Duration (day)	小計 Subtotal	與會/入場人次 Nº de participantes/ No. of Participants	平均會期(日) Duração média (dia)/ Average Duration (day)	小計 Subtotal	與會/入場人次 Nº de participantes/ No. of Participants	平均會期(日) Duração média (dia)/ Average Duration (day)
<b>總數 Total</b>	<b>387</b>	<b>154,034</b>	<b>2.21</b>	<b>230</b>	<b>116,387</b>	<b>2.64</b>	<b>157</b>	<b>37,647</b>	<b>1.57</b>
會議 Reunião/ Meeting	370	37,816	2.12	222	19,084	2.66	148	18,732	1.30
政府會議 Reunião do Governo/ Government Meeting	42	3,478	2.31	8	633	3.88	34	2,845	1.94
協會/組織會議 Reunião da associação/organização Association Meeting	96	12,271	1.47	29	3,777	2.21	67	8,494	1.15
公司會議 Reunião da sociedade/ Coperate Meeting	183	14,674	2.33	160	11,008	2.53	23	3,666	1.00
大型會議 Conferência/ Conference	25	3,986	2.28	11	1,596	3.73	14	2,390	1.14
獎勵會議旅遊及其他 Reunião incentivo-viagem e outras/ Incentive Meeting/Travel & Others	24	3,407	2.54	14	2,070	3.57	10	1,337	1.10
展覽/博覽會 Exposição/exibição Exhibition/Expo	17	116,218	4.24	8	97,303	2.25	9	18,915	6.00

2 按主題劃分的會展活動主要統計

ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES SEGUNDO O TEMA  
PRINCIPAL STATISTICS ON MICE EVENTS BY SUBJECT

主題 Tema / Subject	總數 Total			酒店 Hotéis / Hotel			其他場地 Outros locais / Other Venues		
	活動總計 Nº de eventos/ No. of Event	與會/入場人次 Nº de participantes/ No. of Participants	平均會期(日) Duração média (dia)/ Average Duration (day)	小計 Subtotal	與會/入場人次 Nº de participantes/ No. of Participants	平均會期(日) Duração média (dia)/ Average Duration (day)	小計 Subtotal	與會/入場人次 Nº de participantes/ No. of Participants	平均會期(日) Duração média (dia)/ Average Duration (day)
<b>總數 Total</b>	<b>387</b>	<b>154,034</b>	<b>2.21</b>	<b>230</b>	<b>116,387</b>	<b>2.64</b>	<b>157</b>	<b>37,647</b>	<b>1.57</b>
銀行及金融 Actividade bancária e financeira/ Banking & Finance	27	2,985	1.56	20	599	1.70	7	2,386	1.14
商貿及管理 Comércio e gestão/ Commerce, Trade & Management	113	112,089	2.47	83	106,213	2.60	30	5,876	2.10
教育及培訓 Educação e formação/ Education & Training	62	8,608	1.32	20	1,009	1.45	42	7,599	1.26
資訊科技 Tecnologia de informação/ Information Technology	48	3,721	3.02	35	2,535	3.74	13	1,186	1.08
醫療保健 Saúde/ Medical & Health	46	5,272	1.80	36	2,944	2.03	10	2,328	1.00
旅遊及文化 Turismo e cultura/ Tourism & Culture	45	17,701	2.89	20	1,439	3.10	25	16,262	2.72
其他 Outros/ Others	46	3,658	2.04	16	1,648	3.94	30	2,010	1.03

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## ACCESS TO STATISTICAL INFORMATION

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Further statistical information can be obtained from the Documentation and Information Centre of Statistics and Census Service of Macao:

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411-417 Alameda Dr. Carlos d'Assumpção,  
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Fax n°: 2830 7825  
E-mail: [info@dsec.gov.mo](mailto:info@dsec.gov.mo)  
Website: [www.dsec.gov.mo](http://www.dsec.gov.mo)

Statistics are here to serve you