

## MICE STATISTICS

### 2<sup>nd</sup> QUARTER/2009

No. 2

In the second quarter of 2009, number of MICE (Meeting, Incentives, Conventions & Exhibitions) events held in various venues in Macao totalled 347, down by 9% quarter-to-quarter, with 328 meetings/conferences (95% of total) and 19 exhibitions; total number of participants/attendees decreased by 63% quarter-to-quarter to 57,423; average duration of the MICE events fell from 2.2 days in the previous quarter to 1.8 days. The average duration of exhibitions was 3.4 days, attracting 25,376 attendees (44% of total); average duration of meetings/conferences was 1.8 days, with 32,047 participants.

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

Type of Event	No. of Events		No. of Participants		Average Duration (day)	
	Q1 2009 <sup>r</sup>	Q2 2009	Q1 2009 <sup>r</sup>	Q2 2009	Q1 2009 <sup>r</sup>	Q2 2009
<b>Total</b>	<b>383</b>	<b>347</b>	<b>153,864</b>	<b>57,423</b>	<b>2.2</b>	<b>1.8</b>
Meeting	366	328	37,646	32,047	2.1	1.8
Government Meeting	42	47	3,478	4,753	2.3	1.2
Association Meeting	93	94	12,161	9,591	1.5	1.4
Corporate Meeting	182	131	14,614	8,274	2.3	2.0
Conference	25	24	3,986	4,074	2.3	2.5
Incentive Meeting/ Travel	24	32	3,407	5,355	2.5	2.1
Exhibition/Expo	17	19	116,218	25,376	4.2	3.4

<sup>r</sup> revised figures

As regards subject of MICE events, the majority focused on *Commerce, Trade & Management* (105), *Tourism & Culture* (60) and *Education & Training* (52). Analyzed by type, most of the events were Corporate Meetings (131), Association Meetings (94) and Government Meetings (47).

Chart 1. MICE Events by Subject

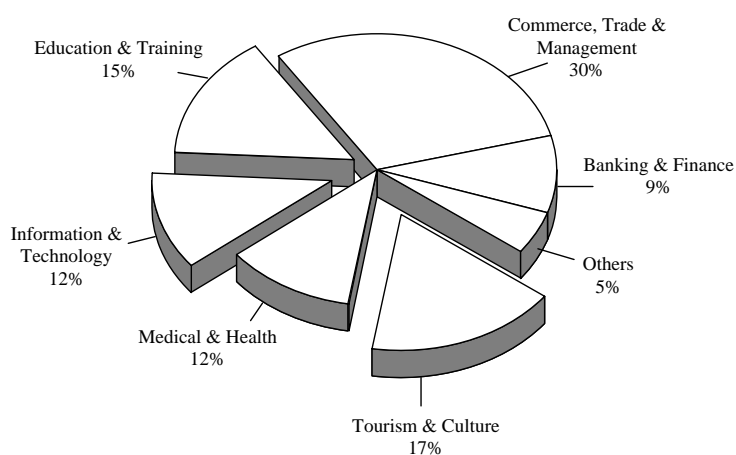
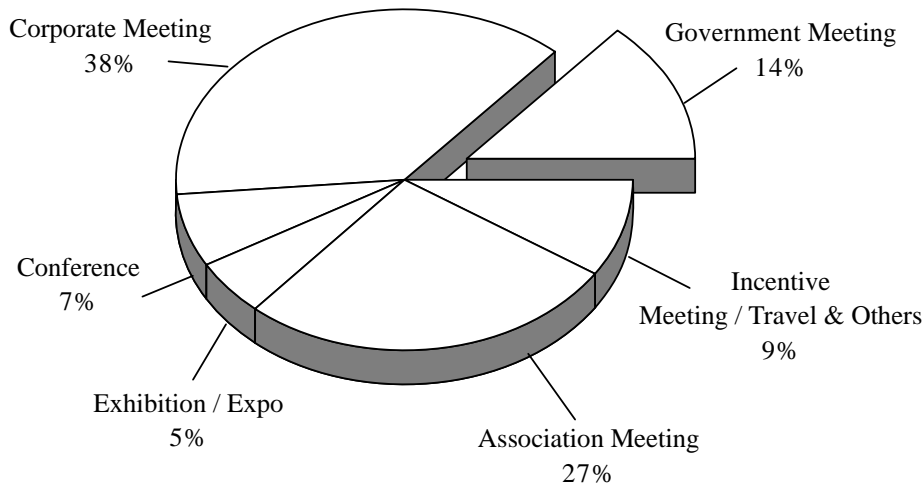


Chart 2. MICE Events by Type



There were 204 MICE events held in hotels, of which 194 were meetings/conferences and 10 exhibitions, drawing a total of 28,546 participants/attendees. Participants to 194 meetings /conferences totalled 16,900 (59% of total) and attendees of the 10 exhibitions were 11,646.

Meanwhile, 143 MICE events were held in convention & exhibition centres, and other conference venues, bringing in 28,877 participants/attendees; the majority were Association Meetings (71), but the 9 exhibitions attracted 13,730 attendees (48% of total).

In the first half year of 2009, a total of 730 MICE events were held in Macao, with an average duration of 2.0 days, attracting 211,287 participants/attendees. The average duration of the 694 meetings/conferences stood at 2.0 days, and number of participants was 69,693; in addition, average duration of the 36 exhibitions was 3.8 days, and the total number of attendees reached 141,594.

## Methodology

Coverage of the quarterly MICE statistics comprises more than 40 three-star to five-star hotels, major convention & exhibition centres and other conference venues. An electronic version of the questionnaire is made available to the 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/Fair/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 (2009年第2季)

ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES SEGUNDO O TIPO - 2º TRIMESTRE DE 2009

PRINCIPAL STATISTICS ON MICE EVENTS BY TYPE - 2<sup>ND</sup> QUARTER OF 2009

類別 Tipo/Type	總數 Total			酒店 Hotéis/Hotel			其他場地 Outros locais/Other Venue		
	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 (dias) 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 (dias) 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 (dias) Average Duration (day)
<b>總數 Total</b>	<b>347</b>	<b>57 423</b>	<b>1.84</b>	<b>204</b>	<b>28 546</b>	<b>2.07</b>	<b>143</b>	<b>28 877</b>	<b>1.52</b>
會議 Reunião Meeting	328	32 047	1.76	194	16 900	2.08	134	15 147	1.28
政府會議 Reunião do Governo Government Meeting	47	4 753	1.17	14	1 329	1.14	33	3 424	1.18
協會/組織會議 Reunião da associação/organização Association Meeting	94	9 591	1.45	23	3 983	1.83	71	5 608	1.32
公司會議 Reunião da sociedade Coperate Meeting	131	8 274	1.97	116	6 813	2.09	15	1 461	1.07
大型會議 Conferência Conference	24	4 074	2.50	14	1 616	3.00	10	2 458	1.80
獎勵會議旅遊及其他 Reunião incentivo-viagem e outras Incentive Meeting/Travel & Others	32	5 355	2.09	27	3 159	2.30	5	2 196	1.00
展覽/博覽會 Exposição/exibição Exhibition/Expo	19	25 376	3.37	10	11 646	1.90	9	13 730	5.00

2 按主題劃分的會展活動主要統計 (2009年第2季)

ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES SEGUNDO O TEMA - 2º TRIMESTRE DE 2009

PRINCIPAL STATISTICS ON MICE EVENTS BY SUBJECT- 2<sup>ND</sup> QUARTER OF 2009

主題 Tema / Subject	總數 Total			酒店 Hotéis/Hotel			其他場地 Outros locais/Other Venue		
	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 (dias) 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 (dias) 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 (dias) Average Duration (day)
<b>總數 Total</b>	<b>347</b>	<b>57 423</b>	<b>1.84</b>	<b>204</b>	<b>28 546</b>	<b>2.07</b>	<b>143</b>	<b>28 877</b>	<b>1.52</b>
銀行及金融 Actividade bancária e financeira Banking & Finance	31	5 537	2.35	30	4 737	2.37	1	800	2.00
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	105	13 023	1.97	78	10 521	2.27	27	2 502	1.11
教育及培訓 Educação e formação Education & Training	52	5 166	1.46	25	1 598	1.64	27	3 568	1.30
資訊及科技 Tecnologia de informação Information Technology	40	8 209	1.88	22	1 776	2.41	18	6 433	1.22
醫療健康 Saúde Medical & Health	41	3 423	1.22	19	1 461	1.37	22	1 962	1.09
旅遊及文化 Turismo e cultura Tourism & Culture	60	14 753	1.95	21	2 134	1.90	39	12 619	1.97
其他 Outros/ Others	18	7 312	2.33	9	6 319	1.67	9	993	3.00

3 按類型劃分的會展活動主要統計 (2009年上半年)

ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES SEGUNDO O TIPO - PRIMEIRO SEMESTRE DE 2009

PRINCIPAL STATISTICS ON MICE EVENTS BY TYPE - FIRST HALF YEAR OF 2009

類別 Tipo/Type	總數 Total						酒店 Hotéis/Hotel						其他場地 Outros locais/Other Venue					
	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 (dias) 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 (dias) 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 (dias) Average Duration (day)	
	第1季 <sup>r</sup> 1 <sup>o</sup> T <sup>r</sup> Q1 <sup>r</sup>	第2季 2 <sup>o</sup> T Q2	第1季 <sup>r</sup> 1 <sup>o</sup> T <sup>r</sup> Q1 <sup>r</sup>	第2季 2 <sup>o</sup> T Q2	第1季 <sup>r</sup> 1 <sup>o</sup> T <sup>r</sup> Q1 <sup>r</sup>	第2季 2 <sup>o</sup> T Q2	第1季 <sup>r</sup> 1 <sup>o</sup> T <sup>r</sup> Q1 <sup>r</sup>	第2季 2 <sup>o</sup> T Q2	第1季 <sup>r</sup> 1 <sup>o</sup> T <sup>r</sup> Q1 <sup>r</sup>	第2季 2 <sup>o</sup> T Q2	第1季 <sup>r</sup> 1 <sup>o</sup> T <sup>r</sup> Q1 <sup>r</sup>	第2季 2 <sup>o</sup> T Q2	第1季 <sup>r</sup> 1 <sup>o</sup> T <sup>r</sup> Q1 <sup>r</sup>	第2季 2 <sup>o</sup> T Q2	第1季 <sup>r</sup> 1 <sup>o</sup> T <sup>r</sup> Q1 <sup>r</sup>	第2季 2 <sup>o</sup> T Q2	第1季 <sup>r</sup> 1 <sup>o</sup> T <sup>r</sup> Q1 <sup>r</sup>	第2季 2 <sup>o</sup> T Q2
<b>總數 Total</b>	<b>383</b>	<b>347</b>	<b>153 864</b>	<b>57 423</b>	<b>2.22</b>	<b>1.84</b>	<b>229</b>	<b>204</b>	<b>116 327</b>	<b>28 546</b>	<b>2.65</b>	<b>2.07</b>	<b>154</b>	<b>143</b>	<b>37 537</b>	<b>28 877</b>	<b>1.58</b>	<b>1.52</b>
會議 Reunião Meeting	366	328	37 646	32 047	2.13	1.76	221	194	19 024	16 900	2.67	2.08	145	134	18 622	15 147	1.31	1.28
政府會議 Reunião do Governo Government Meeting	42	47	3 478	4 753	2.31	1.17	8	14	633	1 329	3.88	1.14	34	33	2 845	3 424	1.94	1.18
協會/組織會議 Reunião da associação/organização Association Meeting	93	94	12 161	9 591	1.48	1.45	29	23	3 777	3 983	2.21	1.83	64	71	8 384	5 608	1.16	1.32
公司會議 Reunião da sociedade Coperate Meeting	182	131	14 614	8 274	2.34	1.97	159	116	10 948	6 813	2.53	2.09	23	15	3 666	1 461	1.00	1.07
大型會議 Conferência Conference	25	24	3 986	4 074	2.28	2.50	11	14	1 596	1 616	3.73	3.00	14	10	2 390	2 458	1.14	1.80
獎勵會議旅遊及其他 Reunião incentivo-viagem e outras Incentive Meeting/Travel & Others	24	32	3 407	5 355	2.54	2.09	14	27	2 070	3 159	3.57	2.30	10	5	1 337	2 196	1.10	1.00
展覽/博覽會 Exposição/exibição Exhibition/Expo	17	19	116 218	25 376	4.24	3.37	8	10	97 303	11 646	2.25	1.90	9	9	18 915	13 730	6.00	5.00

<sup>r</sup> 修訂數字  
Dado revisto  
Revised figures

4 按主題劃分的會展活動主要統計 (2009年上半年)

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<b>總數 Total</b>	<b>383</b>	<b>347</b>	<b>153 864</b>	<b>57 423</b>	<b>2.22</b>	<b>1.84</b>	<b>229</b>	<b>204</b>	<b>116 327</b>	<b>28 546</b>	<b>2.65</b>	<b>2.07</b>	<b>154</b>	<b>143</b>	<b>37 537</b>	<b>28 877</b>	<b>1.58</b>	<b>1.52</b>
銀行及金融 Actividade bancária e financeira Banking & Finance	27	31	2 985	5 537	1.56	2.35	20	30	599	4 737	1.70	2.37	7	1	2 386	800	1.14	2.00
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	112	105	112 029	13 023	2.48	1.97	82	78	106 153	10 521	2.62	2.27	30	27	5 876	2 502	2.10	1.11
教育及培訓 Educação e formação Education & Training	59	52	8 498	5 166	1.34	1.46	20	25	1 009	1 598	1.45	1.64	39	27	7 489	3 568	1.28	1.30
資訊及科技 Tecnologia de informação Information Technology	48	40	3 721	8 209	3.02	1.88	35	22	2 535	1 776	3.74	2.41	13	18	1 186	6 433	1.08	1.22
醫療健康 Saúde Medical & Health	46	41	5 272	3 423	1.80	1.22	36	19	2 944	1 461	2.03	1.37	10	22	2 328	1 962	1.00	1.09
旅遊及文化 Turismo e cultura Tourism & Culture	45	60	17 701	14 753	2.89	1.95	20	21	1 439	2 134	3.10	1.90	25	39	16 262	12 619	2.72	1.97
其他 Outros Others	46	18	3 658	7 312	2.04	2.33	16	9	1 648	6 319	3.94	1.67	30	9	2 010	993	1.03	3.00

<sup>r</sup> 修訂數字  
Dado revisto  
Revised figures

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Fax nº: 2830 7825  
E-mail: [info@dsec.gov.mo](mailto:info@dsec.gov.mo)  
Website: [www.dsec.gov.mo](http://www.dsec.gov.mo)

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

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Macao  
Tel. nº: 8399 5311  
Fax nº: 2830 7825  
E-mail: [info@dsec.gov.mo](mailto:info@dsec.gov.mo)  
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