

MICE STATISTICS

3RD QUARTER/2009

No. 3

In the third quarter of 2009, the number of MICE (Meetings, Incentives, Conventions & Exhibitions) events held in various venues in Macao totalled 310 in the third quarter of 2009, down by 11% quarter-to-quarter, with 289 meetings & conferences (93% of total) and 21 exhibitions. Total number of participants and attendees soared by 2.8 times from the second quarter to 217,241, on account of a 659% surge of the attendees (192,642) to several large-scale exhibitions in the third quarter. The average duration of the MICE events increased from 1.8 days in the previous quarter to 2.0 days, with an average of 1.9 days for meetings & conferences and 3.5 days for exhibitions.

1. Principal Statistics on MICE Events by Type

Type	No. of Events		No. of Participants		Average Duration (day)	
	Q3	Q1 - Q3	Q3	Q1 - Q3	Q3	Q1 - Q3
Total	310	1 040	217 241	428 528	2.00	2.03
Meeting	289	983	24 599	94 292	1.89	1.93
Government Meeting	20	109	1 069	9 300	1.45	1.66
Association Meeting	54	241	5 741	27 493	1.37	1.44
Corporate Meeting	160	473	11 338	34 226	2.05	2.14
Conference	27	76	4 035	12 095	2.22	2.33
Incentive Meeting/Travel & Others	28	84	2 416	11 178	1.93	2.17
Exhibition/Expo	21	57	192 642	334 236	3.52	3.68

As regards subject of MICE events, the majority focused on *Commerce, Trade & Management* (122), *Tourism & Culture* (48) and *Education & Training* (40). Analyzed by type, most of the events were Corporate Meetings (160) and Association Meetings (54).

Chart 1. MICE Events by Subject

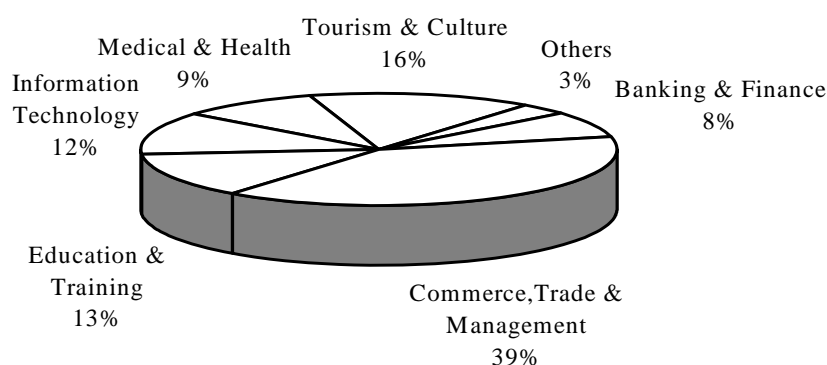
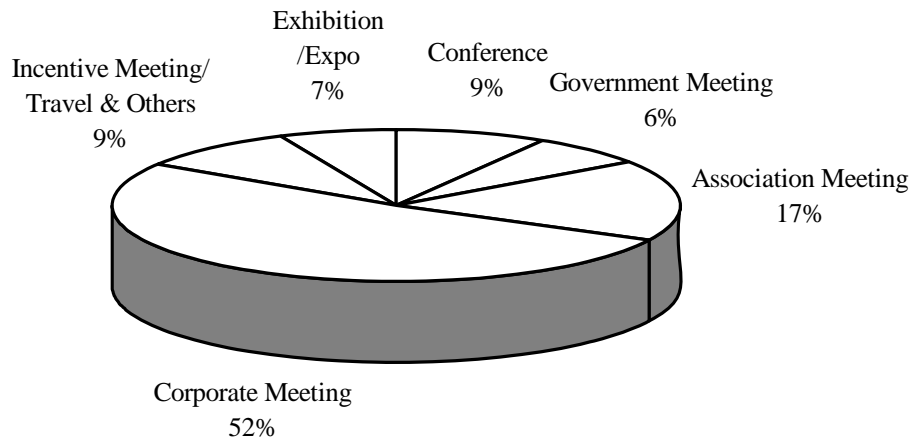


Chart 2. MICE Events by Type



There were 216 MICE events held in hotels, of which 210 were meetings & conferences and 6 were exhibitions, drawing a total of 23,878 participants and attendees. Participants to meetings & conferences totalled 16,728 (70% of total) and attendees to the 6 exhibitions were 7,150.

Meanwhile, 94 MICE events were held in convention & exhibition centres and other conference venues, bringing in 193,363 participants and attendees, of which 15 exhibitions attracted 185,492 attendees.

In the first three quarters of 2009, a total of 1,040 MICE events were held in Macao, with an average duration of 2.0 days, attracting 428,528 participants and attendees. The average duration of the 983 meetings & conferences stood at 1.9 days, and number of participants totalled 94,292; in addition, average duration of the 57 exhibitions was 3.7 days, and the total number of attendees reached 334,236.

Methodology

Coverage of the quarterly MICE statistics comprises about 50 three-star to five-star hotels, major convention & exhibition centres and other conference venues. Upon data collection, respondents could return the completed questionnaire to the visiting enumerators, or download the questionnaires from “Survey Corner” of the Statistics and Census Service website and upload the respective form upon completion.

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.

2. 按類型劃分的會展活動主要統計 (2009年第3季)

ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES SEGUNDO O TIPO - 3º TRIMESTRE DE 2009

PRINCIPAL STATISTICS ON MICE EVENTS BY TYPE - 3RD QUARTER OF 2009

類型 Tipo Type	總數 Total			酒店 Hotéis/Hotel			其他場地 Outros locais/Other Venues		
	活動數目 Nº de eventos No. of Events	與會及入場人次 Nº de participantes No. of Participants	平均會期(日) Duração média (dias) Average Duration (day)	活動數目 Nº de eventos No. of Events	與會及入場人次 Nº de participantes No. of Participants	平均會期(日) Duração média (dias) Average Duration (day)	活動數目 Nº de eventos No. of Events	與會及入場人次 Nº de participantes No. of Participants	平均會期(日) Duração média (dias) Average Duration (day)
總數 Total	310	217 241	2.00	216	23 878	2.16	94	193 363	1.63
會議 Reunião Meeting	289	24 599	1.89	210	16 728	2.16	79	7 871	1.16
政府會議 Reunião do Governo Government Meeting	20	1 069	1.45	7	246	2.14	13	823	1.08
協會或組織會議 Reunião da associação/organização Association Meeting	54	5 741	1.37	19	3 128	1.89	35	2 613	1.09
公司會議 Reunião da sociedade Corporate Meeting	160	11 338	2.05	142	8 342	2.18	18	2 996	1.06
大型會議 Conferência Conference	27	4 035	2.22	15	2 736	2.67	12	1 299	1.67
獎勵會議旅遊及其他 Reunião incentivo-viagem e outras Incentive Meeting/Travel & Others	28	2 416	1.93	27	2 276	1.96	1	140	1.00
展覽/博覽會 Exposição/exibição Exhibition/Expo	21	192 642	3.52	6	7 150	2.17	15	185 492	4.07

3. 按主題劃分的會展活動主要統計 (2009年第3季)

ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES SEGUNDO O TEMA - 3º TRIMESTRE DE 2009

PRINCIPAL STATISTICS ON MICE EVENTS BY SUBJECT- 3RD QUARTER OF 2009

主題 Tema Subject	總數 Total			酒店 Hotéis/Hotel			其他場地 Outros locais/Other Venues		
	活動數目 Nº de eventos No. of Events	與會及入場人次 Nº de participantes No. of Participants	平均會期(日) Duração média (dias) Average Duration (day)	活動數目 Nº de eventos No. of Events	與會及入場人次 Nº de participantes No. of Participants	平均會期(日) Duração média (dias) Average Duration (day)	活動數目 Nº de eventos No. of Events	與會及入場人次 Nº de participantes No. of Participants	平均會期(日) Duração média (dias) Average Duration (day)
總數 Total	310	217 241	2.00	216	23 878	2.16	94	193 363	1.63
銀行及金融 Actividade bancária e financeira Banking & Finance	23	3 065	2.00	18	1 515	2.22	5	1 550	1.20
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	122	113 342	1.94	92	11 668	2.18	30	101 674	1.20
教育及培訓 Educação e formação Education & Training	40	4 207	1.90	20	819	2.35	20	3 388	1.45
資訊及科技 Tecnologia de informação Information Technology	38	74 948	2.74	20	935	2.65	18	74 013	2.83
醫療健康 Saúde Medical & Health	29	5 321	1.48	24	4 664	1.58	5	657	1.00
旅遊及文化 Turismo e cultura Tourism & Culture	48	4 965	1.90	37	4 115	2.05	11	850	1.36
其他 Outros Others	10	11 393	2.20	5	162	2.20	5	11 231	2.20

4. 按類型劃分的會展活動主要統計 (2009年首3季)

ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES SEGUNDO O TIPO - PRIMEIROS TRÊS TRIMESTRES DE 2009
 PRINCIPAL STATISTICS ON MICE EVENTS BY TYPE - FIRST THREE QUARTERS OF 2009

類別 Tipo Type	總數 Total									酒店 Hotéis/Hotel								
	活動數目 Nº de eventos No. of Events			與會及入場人次 Nº de participantes No. of Participants			平均會期(日) Duração média (dias) Average Duration (day)			活動數目 Nº de eventos No. of Events			與會及入場人次 Nº de participantes No. of Participants			平均會期(日) Duração média (dias) Average Duration (day)		
	第2季 2º T Q2	第3季 3º T Q3	首3季 1º T - 3º T Q1 - Q3	第2季 2º T Q2	第3季 3º T Q3	首3季 1º T - 3º T Q1 - Q3	第2季 2º T Q2	第3季 3º T Q3	首3季 1º T - 3º T Q1 - Q3	第2季 2º T Q2	第3季 3º T Q3	首3季 1º T - 3º T Q1 - Q3	第2季 2º T Q2	第3季 3º T Q3	首3季 1º T - 3º T Q1 - Q3	第2季 2º T Q2	第3季 3º T Q3	首3季 1º T - 3º T Q1 - Q3
總數 Total	347	310	1 040	57 423	217 241	428 528	1.84	2.00	2.03	204	216	649	28 546	23 878	168 751	2.07	2.16	2.31
會議 Reunião Meeting	328	289	983	32 047	24 599	94 292	1.76	1.89	1.93	194	210	625	16 900	16 728	52 652	2.08	2.16	2.31
政府會議 Reunião do Governo Government Meeting	47	20	109	4 753	1 069	9 300	1.17	1.45	1.66	14	7	29	1 329	246	2 208	1.14	2.14	2.14
協會或組織會議 Reunião da associação/organização Association Meeting	94	54	241	9 591	5 741	27 493	1.45	1.37	1.44	23	19	71	3 983	3 128	10 888	1.83	1.89	2.00
公司會議 Reunião da sociedade Corporate Meeting	131	160	473	8 274	11 338	34 226	1.97	2.05	2.14	116	142	417	6 813	8 342	26 103	2.09	2.18	2.29
大型會議 Conferência Conference	24	27	76	4 074	4 035	12 095	2.50	2.22	2.33	14	15	40	1 616	2 736	5 948	3.00	2.67	3.08
獎勵會議旅遊及其他 Reunião incentivo-viagem e outras Incentive Meeting/Travel & Others	32	28	84	5 355	2 416	11 178	2.09	1.93	2.17	27	27	68	3 159	2 276	7 505	2.30	1.96	2.43
展覽/博覽會 Exposição/exibição Exhibition/Expo	19	21	57	25 376	192 642	334 236	3.37	3.52	3.68	10	6	24	11 646	7 150	116 099	1.90	2.17	2.08

類別 Tipo Type	其他場地 Outros locais/Other Venues								
	活動數目 Nº de eventos No. of Events			與會及入場人次 Nº de participantes No. of Participants			平均會期(日) Duração média (dias) Average Duration (day)		
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總數 Total	143	94	391	28 877	193 363	259 777	1.52	1.63	1.57
會議 Reunião Meeting	134	79	358	15 147	7 871	41 640	1.28	1.16	1.27
政府會議 Reunião do Governo Government Meeting	33	13	80	3 424	823	7 092	1.18	1.08	1.49
協會或組織會議 Reunião da associação/organização Association Meeting	71	35	170	5 608	2 613	16 605	1.32	1.09	1.21
公司會議 Reunião da sociedade Corporate Meeting	15	18	56	1 461	2 996	8 123	1.07	1.06	1.04
大型會議 Conferência Conference	10	12	36	2 458	1 299	6 147	1.80	1.67	1.50
獎勵會議旅遊及其他 Reunião incentivo-viagem e outras Incentive Meeting/Travel & Others	5	1	16	2 196	140	3 673	1.00	1.00	1.06
展覽/博覽會 Exposição/exibição Exhibition/Expo	9	15	33	13 730	185 492	218 137	5.00	4.07	4.85

5. 按主題劃分的會展活動主要統計 (2009年首3季)

ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES SEGUNDO O TEMA - PRIMEIROS TRÊS TRIMESTRES DE 2009

PRINCIPAL STATISTICS ON MICE EVENTS BY SUBJECT - FIRST THREE QUARTERS OF 2009

主題 Tema Subject	總數 Total									酒店 Hotéis/Hotel								
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銀行及金融 Actividade bancária e financeira Banking & Finance	31	23	81	5 537	3 065	11 587	2.35	2.00	1.99	30	18	68	4 737	1 515	6 851	2.37	2.22	2.13
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	105	122	339	13 023	113 342	238 394	1.97	1.94	2.13	78	92	252	10 521	11 668	128 342	2.27	2.18	2.35
教育及培訓 Educação e formação Education & Training	52	40	151	5 166	4 207	17 871	1.46	1.90	1.53	25	20	65	1 598	819	3 426	1.64	2.35	1.80
資訊及科技 Tecnologia de informação Information Technology	40	38	126	8 209	74 948	86 878	1.88	2.74	2.57	22	20	77	1 776	935	5 246	2.41	2.65	3.08
醫療健康 Saúde Medical & Health	41	29	116	3 423	5 321	14 016	1.22	1.48	1.52	19	24	79	1 461	4 664	9 069	1.37	1.58	1.73
旅遊及文化 Turismo e cultura Tourism & Culture	60	48	153	14 753	4 965	37 419	1.95	1.90	2.21	21	37	78	2 134	4 115	7 688	1.90	2.05	2.28
其他 Outros	18	10	74	7 312	11 393	22 363	2.33	2.20	2.14	9	5	30	6 319	162	8 129	1.67	2.20	2.97

主題 Tema Subject	其他場地 Outros locais/Other Venues								
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總數 Total	143	94	391	28 877	193 363	259 777	1.52	1.63	1.57
銀行及金融 Actividade bancária e financeira Banking & Finance	1	5	13	800	1 550	4 736	2.00	1.20	1.23
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	27	30	87	2 502	101 674	110 052	1.11	1.20	1.48
教育及培訓 Educação e formação Education & Training	27	20	86	3 568	3 388	14 445	1.30	1.45	1.33
資訊及科技 Tecnologia de informação Information Technology	18	18	49	6 433	74 013	81 632	1.22	2.83	1.78
醫療健康 Saúde Medical & Health	22	5	37	1 962	657	4 947	1.09	1.00	1.05
旅遊及文化 Turismo e cultura Tourism & Culture	39	11	75	12 619	850	29 731	1.97	1.36	2.13
其他 Outros	9	5	44	993	11 231	14 234	3.00	2.20	1.57

索取統計資料

ACESSO À INFORMAÇÃO ESTATÍSTICA

ACCESS TO STATISTICAL INFORMATION

如欲索取進一步統計資料，可聯絡本局文件暨資料傳播中心：

澳門宋玉生廣場 411-417 號
皇朝廣場 17 樓
電話： 8399 5311
傳真： 2830 7825
電郵： info@dsec.gov.mo
網址： www.dsec.gov.mo

Para obtenção de mais informação, os utilizadores deverão dirigir-se ao Centro de Documentação e Difusão de Informação (CDDI) da DSEC, através dos seguintes contactos:

Alameda Dr. Carlos d'Assumpção,
nº 411-417, Edif. "Dynasty Plaza",
17º andar, Macau
Tel. nº: 8399 5311
Fax nº: 2830 7825
E-mail: info@dsec.gov.mo
Website: www.dsec.gov.mo

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

17th Floor Dynasty Plaza,
411-417 Alameda Dr. Carlos d'Assumpção,
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