

MICE STATISTICS

4TH QUARTER/2009

The number of MICE (Meetings, Incentives, Conventions & Exhibitions) events held in various venues in Macao totalled 445 in the fourth quarter of 2009, up by 44% quarter-to-quarter, with 422 meetings & conferences (95% of total) and 23 exhibitions. Total number of participants and attendees rose by 7% from the third quarter to 232,353. The average duration of the MICE events increased from 2.0 days in the previous quarter to 2.1 days, with an average of 2.1 days for meetings & conferences and 2.6 days for exhibitions.

1. Principal Statistics on MICE Events by Type

Type	No. of Events		No. of Participants		Average Duration (day)	
	Q4 2009	2009	Q4 2009	2009	Q4 2009	2009
Total	445	1 485	232 353	660 881	2.08	2.04
Meeting	422	1 405	40 572	134 864	2.05	1.97
Government Meeting	39	148	3 659	12 959	1.72	1.68
Association Meeting	123	364	15 434	42 927	1.41	1.43
Corporate Meeting	184	657	13 913	48 139	2.46	2.23
Conference	34	110	5 296	17 391	2.74	2.45
Incentive Meeting/Travel & Others	42	126	2 270	13 448	1.93	2.09
Exhibition/Expo	23	80	191 781	526 017	2.57	3.36

As regards subject of MICE events, the majority focused on *Commerce, Trade & Management* (158), *Tourism & Culture* (62) and *Education & Training* (60). Analyzed by type, most of the events were Corporate Meetings (184) and Association Meetings (123).

Chart 1. MICE Events by Subject

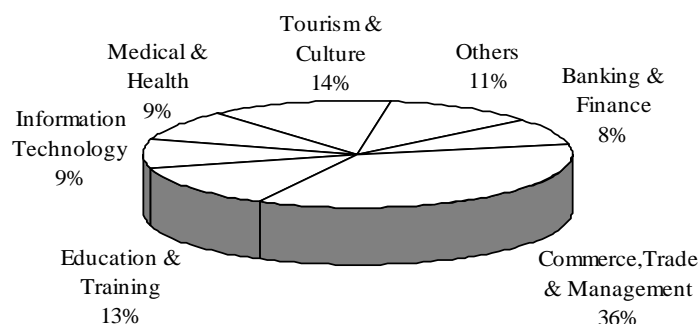
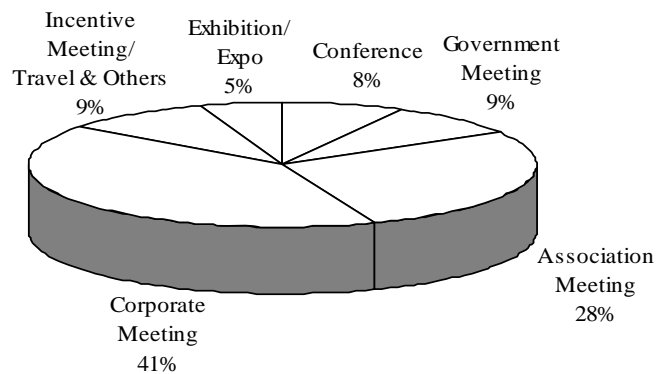


Chart 2. MICE Events by Type



There were 283 MICE events held in hotels, drawing a total of 146,529 participants and attendees. Attendees to the 15 exhibitions reached 124,421 and the majority were attendees to the Macao International Trade and Investment Fair, accounting for 48% of the total.

Meanwhile, 162 MICE events were held in convention & exhibition centres and other conference venues, bringing in 85,824 participants and attendees, of which 8 exhibitions attracted 67,360 attendees.

For the whole year of 2009, a total of 1,485 MICE events were held in Macao, with an average duration of 2.0 days, attracting 660,881 participants and attendees. In respect to the subject and attendees of MICE events, those related to *Commerce, Trade & Management* accounted for 33% and 58% of the total; besides, exhibition event had the longest average duration, at 3.4 days.

Methodology

Coverage of the quarterly MICE statistics comprises about 50 three-star to five-star hotels, major convention & exhibition centres and other conference venues. For 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 tool that uses an exceptional travel experience to motivate and/or recognise participants for increased levels of performance in support of other organisational 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4季)

ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES SEGUNDO O TIPO - 4º TRIMESTRE DE 2009
PRINCIPAL STATISTICS ON MICE EVENTS BY TYPE - 4TH 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	445	232 353	2.08	283	146 529	2.46	162	85 824	1.43
會議 Reunião Meeting	422	40 572	2.05	268	22 108	2.46	154	18 464	1.34
政府會議 Reunião do Governo Government Meeting	39	3 659	1.72	13	765	2.69	26	2 894	1.23
協會或組織會議 Reunião da associação/organização Association Meeting	123	15 434	1.41	29	5 061	2.34	94	10 373	1.13
公司會議 Reunião da sociedade Corporate Meeting	184	13 913	2.46	173	12 073	2.54	11	1 840	1.09
大型會議 Conferência Conference	34	5 296	2.74	14	2 339	2.79	20	2 957	2.70
獎勵會議旅遊及其他 Reunião incentivo-viagem e outras Incentive Meeting/Travel & Others	42	2 270	1.93	39	1 870	2.00	3	400	1.00
展覽/博覽會 Exposição/exibição Exhibition/Expo	23	191 781	2.57	15	124 421	2.33	8	67 360	3.00

3. 按主題劃分的會展活動主要統計 (2009年第4季)

ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES SEGUNDO O TEMA - 4º TRIMESTRE DE 2009
PRINCIPAL STATISTICS ON MICE EVENTS BY SUBJECT - 4TH 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	445	232 353	2.08	283	146 529	2.46	162	85 824	1.43
銀行及金融 Actividade bancária e financeira Banking & Finance	36	2 412	2.17	33	1 377	2.27	3	1 035	1.00
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	158	147 461	2.32	128	123 629	2.58	30	23 832	1.20
教育及培訓 Educação e formação Education & Training	60	7 076	1.73	16	1 103	3.06	44	5 973	1.25
資訊及科技 Tecnologia de informação Information Technology	38	22 337	2.53	27	1 498	2.93	11	20 839	1.55
醫療健康 Saúde Medical & Health	40	19 222	1.83	19	2 699	2.58	21	16 523	1.14
旅遊及文化 Turismo e cultura Tourism & Culture	62	24 955	2.00	49	12 368	1.76	13	12 587	2.92
其他 Outros Others	51	8 890	1.67	11	3 855	2.45	40	5 035	1.45

4. 2009年按類型劃分的會展活動主要統計

ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES SEGUNDO O TIPO - 2009
PRINCIPAL STATISTICS ON MICE EVENTS BY TYPE - 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	1 485	660 881	2.04	932	315 280	2.35	553	345 601	1.53
會議 Reunião Meeting	1 405	134 864	1.97	893	74 760	2.36	512	60 104	1.29
政府會議 Reunião do Governo Government Meeting	148	12 959	1.68	42	2 973	2.31	106	9 986	1.42
協會或組織會議 Reunião da associação/organização Association Meeting	364	42 927	1.43	100	15 949	2.10	264	26 978	1.18
公司會議 Reunião da sociedade Corporate Meeting	657	48 139	2.23	590	38 176	2.36	67	9 963	1.04
大型會議 Conferência Conference	110	17 391	2.45	54	8 287	3.00	56	9 104	1.93
獎勵會議旅遊及其他 Reunião incentivo-viagem e outras Incentive Meeting/Travel & Others	126	13 448	2.09	107	9 375	2.27	19	4 073	1.05
展覽/博覽會 Exposição/exibição Exhibition/Expo	80	526 017	3.36	39	240 520	2.18	41	285 497	4.49

5. 2009年按主題劃分的會展活動主要統計

ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES SEGUNDO O TEMA - 2009
PRINCIPAL STATISTICS ON MICE EVENTS BY SUBJECT - 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	1 485	660 881	2.04	932	315 280	2.35	553	345 601	1.53
銀行及金融 Actividade bancária e financeira Banking & Finance	117	13 999	2.04	101	8 228	2.18	16	5 771	1.19
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	497	385 855	2.19	380	251 971	2.43	117	133 884	1.41
教育及培訓 Educação e formação Education & Training	211	24 947	1.59	81	4 529	2.05	130	20 418	1.30
資訊及科技 Tecnologia de informação Information Technology	164	109 215	2.56	104	6 744	3.04	60	102 471	1.73
醫療健康 Saúde Medical & Health	156	33 238	1.60	98	11 768	1.90	58	21 470	1.09
旅遊及文化 Turismo e cultura Tourism & Culture	215	62 374	2.15	127	20 056	2.08	88	42 318	2.25
其他 Outros Others	125	31 253	1.94	41	11 984	2.83	84	19 269	1.51