

MICE STATISTICS
1ST QUARTER/2010

No. 1

The number of MICE (Meetings, Incentives, Conventions & Exhibitions) events held in various venues in Macao totalled 397 in the first quarter of 2010, up by 4% year-on-year, attributable to an increase in the number of meetings & conferences held (+22). The average duration of MICE events increased from 2.0 days in the first quarter of 2009 to 2.3 days; however, marked decrease in the number of exhibitions caused the total number of participants and attendees to fall substantially by 39% year-on-year to 92,737.

1. Principal Statistics on MICE Events by Type

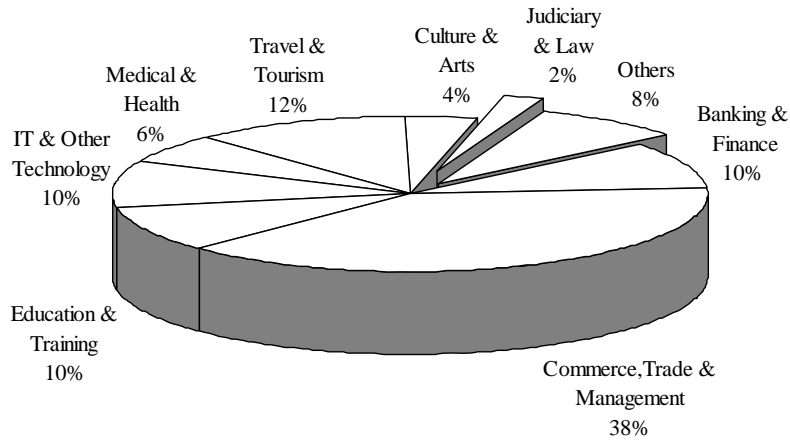
Type	No. of Events		No. of Participants		Average Duration (day)	
	Q1 2009 ^r	Q1 2010	Q1 2009 ^r	Q1 2010	Q1 2009 ^r	Q1 2010
Total	381	397	151 744	92 737	2.04	2.31
Meeting	365	387	35 826	36 692	1.96	2.28
Government Meeting	42	45	3 478	2 519	1.33	1.22
Association Meeting	92	94	10 061	8 585	1.47	1.36
Corporate Meeting	181	184	14 594	15 464	2.19	2.66
Conference	25	25	3 986	5 285	2.28	4.44
Incentive Meeting/Travel & Others	25	39	3 707	4 839	2.84	2.54
Exhibition/Expo	16	10	115 918	56 045	3.88	3.60

^r Revised figures

A total of 10 exhibitions were held in the first quarter of 2010, down by 6 year-on-year, with the average duration dropping by 0.3 day to 3.6 days and the number of attendees decreasing notably by 52% to 56,045. Meanwhile, number of meetings & conferences rose by 22 year-on-year to 387; the average duration stood at 2.3 days, up by 0.3 day, and the number of participants increased by 2% to 36,692.

As regards subject of MICE events, the majority focused on *Commerce, Trade & Management* (153), *Travel & Tourism* (47) and *Banking & Finance* (40), up by 49%, 57% and 48% respectively year-on-year. Analyzed by type, most of the events were Corporate Meetings (184), Association Meetings (94) and Government Meetings (45).

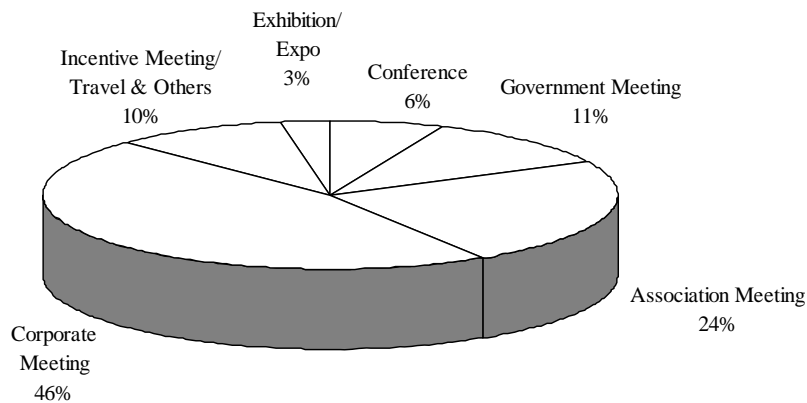
Chart 1. MICE Events by Subject



There were 257 MICE events held in hotels, up by 29 year-on-year, with 249 meetings & conferences and 8 exhibitions. The average duration rose from 2.5 days in the first quarter of 2009 to 2.9 days, drawing a total of 75,816 participants and attendees, of which 50,845 (67% of total) were attendees to the 8 exhibitions.

Meanwhile, 140 MICE events were held in convention & exhibition centres and other conference venues, down by 13 year-on-year, consisting of 138 meetings & conferences and 2 exhibitions. The average duration decreased from 1.4 days in the first quarter of 2009 to 1.2 days, bringing in a total of 16,921 participants and attendees.

Chart 2. MICE Events by Type



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 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.

2. 按類型劃分的會展活動主要統計 (2010年第1季)
 ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES SEGUNDO O TIPO - 1º TRIMESTRE DE 2010
 PRINCIPAL STATISTICS ON MICE EVENTS BY TYPE - 1ST QUARTER OF 2010

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)	變動 / Variação / Change (%)	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	381	151 744	2.04		228	116 307	2.49	153	35 437	1.37
	397	92 737	2.31		257	75 816	2.94	140	16 921	1.16
	4.2	-38.9	13.2		12.7	-34.8	18.1	-8.5	-52.3	-15.3
會議 Reunião Meeting	365	35 826	1.96		220	19 004	2.50	145	16 822	1.14
	387	36 692	2.28		249	24 971	2.91	138	11 721	1.14
	6.0	2.4	16.3		13.2	31.4	16.4	-4.8	-30.3	-
政府會議 Reunião do Governo Government Meeting	42	3 478	1.33		8	633	2.63	34	2 845	1.03
	45	2 519	1.22		4	304	3.00	41	2 215	1.05
	7.1	-27.6	-8.3		-50.0	-52.0	14.1	20.6	-22.1	1.9
協會或組織會議 Reunião da associação/organização Association Meeting	92	10 061	1.47		29	3 777	2.21	63	6 284	1.13
	94	8 585	1.36		15	2 402	2.60	79	6 183	1.13
	2.2	-14.7	-7.5		-48.3	-36.4	17.6	25.4	-1.6	-
公司會議 Reunião da sociedade Corporate Meeting	181	14 594	2.19		158	10 928	2.37	23	3 666	1.00
	184	15 464	2.66		177	14 154	2.72	7	1 310	1.14
	1.7	6.0	21.5		12.0	29.5	14.8	-69.6	-64.3	14.0
大型會議 Conferência Conference	25	3 986	2.28		11	1 596	3.73	14	2 390	1.14
	25	5 285	4.44		14	3 272	6.64	11	2 013	1.64
	-	32.6	94.7		27.3	105.0	78.0	-21.4	-15.8	43.9
獎勵會議旅遊及其他 Reunião incentivo-viagem e outras Incentive Meeting/Travel & Others	25	3 707	2.84		14	2 070	3.57	11	1 637	1.91
	39	4 839	2.54		39	4 839	2.54	-	-	-
	56.0	30.5	-10.6		178.6	133.8	-28.9	-100.0	-100.0	-100.0
展覽/博覽會 Exposição/exibição Exhibition/Expo	16	115 918	3.88		8	97 303	2.25	8	18 615	5.50
	10	56 045	3.60		8	50 845	4.00	2	5 200	2.00
	-37.5	-51.7	-7.2		-	-47.7	77.8	-75.0	-72.1	-63.6

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Dado revisado

Revised figures

3. 按主題劃分的會展活動主要統計 (2010年第1季)
ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES SEGUNDO O TEMA - 1º TRIMESTRE DE 2010
PRINCIPAL STATISTICS ON MICE EVENTS BY SUBJECT - 1ST QUARTER OF 2010

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	381	151 744	2.04	228	116 307	2.49	153	35 437	1.37	
	2009	92 737	2.31	257	75 816	2.94	140	16 921	1.16	
	2010	397	13.2	12.7	-34.8	18.1	-8.5	-52.3	-15.3	
變動 / Variação / Change (%)										
銀行及金融 Actividades bancária e financeira Banking & Finance	2009	2 985	1.56	20	599	1.70	7	2 386	1.14	
	2010	4 056	2.98	37	3 026	3.14	3	1 030	1.00	
		35.9	91.0	85.0	405.2	84.7	-57.1	-56.8	-72.3	
變動 / Variação / Change (%)										
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	2009	111 343	2.22	77	105 745	2.61	26	5 598	1.08	
	2010	60 478	2.47	112	58 642	3.00	41	1 836	1.02	
		-45.7	11.3	45.5	-44.5	14.9	57.7	-67.2	-5.6	
變動 / Variação / Change (%)										
教育及培訓 Educação e treino Education & Training	2009	6 398	1.31	20	1 009	1.45	38	5 389	1.24	
	2010	3 443	1.38	15	707	1.60	24	2 736	1.25	
		-46.2	5.3	-25.0	-29.9	10.3	-36.8	-49.2	0.8	
變動 / Variação / Change (%)										
資訊及其他科技 Informática e outras tecnologias IT & Other Technology	2009	3 721	2.44	35	2 535	2.94	13	1 186	1.08	
	2010	3 190	3.00	29	2 431	3.66	10	759	1.10	
		-14.3	23.0	-17.1	-4.1	24.5	-23.1	-36.0	1.9	
變動 / Variação / Change (%)										
醫療健康 Saúde Medical & Health	2009	5 272	1.80	36	2 944	2.03	10	2 328	1.00	
	2010	5 851	2.46	14	4 760	3.36	10	1 091	1.20	
		11.0	36.7	-61.1	61.7	65.5	-	-53.1	20.0	
變動 / Variação / Change (%)										
旅遊 Turismo Travel & Tourism	2009	7 335	2.03	16	1 356	2.88	14	5 979	1.07	
	2010	10 475	2.43	36	4 444	2.81	11	6 031	1.18	
		42.8	19.7	125.0	227.7	-2.4	-21.4	0.9	10.3	
變動 / Variação / Change (%)										
文化及藝術 Cultura e artes Culture & Arts	2009	10 321	4.31	2	38	1.50	11	10 283	4.82	
	2010	2 430	1.36	6	1 403	1.33	8	1 027	1.38	
		-76.5	-68.4	200.0	3592.1	-11.3	-27.3	-90.0	-71.4	
變動 / Variação / Change (%)										
司法及法律 Justiça e direito Judiciary & Law	2009	711	1.42	2	45	3.00	10	666	1.10	
	2010	819	1.44	2	229	3.00	7	590	1.00	
		15.2	1.4	-	408.9	-	-30.0	-11.4	-9.1	
變動 / Variação / Change (%)										
其他 Outros Others	2009	3 658	2.20	20	2 036	3.65	24	1 622	1.00	
	2010	1 995	1.41	6	174	2.00	26	1 821	1.27	
		-45.5	-35.9	-70.0	-91.5	-45.2	8.3	12.3	27.0	
變動 / Variação / Change (%)										

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