

MICE STATISTICS

2ND QUARTER/2010

No. 2

The number of MICE (Meetings, Incentives, Conventions & Exhibitions) events held in various venues in Macao increased by 18% year-on-year to 412 in the second quarter of 2010, due to a substantial increase in the number of meetings and conferences held (+70). The average duration of MICE events rose from 1.8 days in the second quarter of 2009 to 2.1 days; total number of participants and attendees soared by 129% year-on-year to 131,564.

1. Principal Statistics on MICE Events by Type

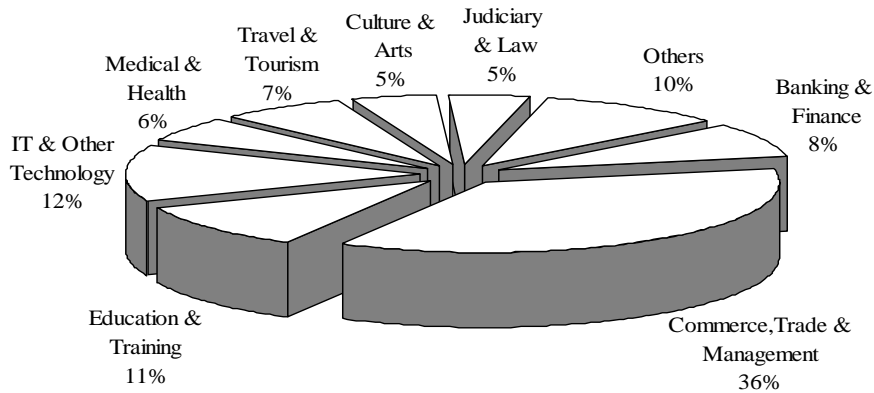
Type	No. of Events		No. of Participants		Average Duration (day)	
	Q2/2009 [†]	Q2/2010	Q2/2009 [†]	Q2/2010	Q2/2009 [†]	Q2/2010
Total	349	412	57 476	131 564	1.84	2.08
Meeting	330	400	32 100	37 863	1.75	1.97
Government Meeting	47	69	4 753	6 695	1.17	1.09
Association Meeting	93	106	9 566	6 979	1.45	1.11
Corporate Meeting	133	163	8 327	12 308	1.95	2.47
Conference	24	23	4 074	4 810	2.50	3.57
Incentive Meeting/Travel & Others	33	39	5 380	7 071	2.06	2.87
Exhibition/Expo	19	12	25 376	93 701	3.37	5.67

[†] Revised figures

A total of 12 exhibitions were held in the second quarter of 2010, down by 7 year-on-year; nevertheless, the average duration increased from 3.4 days in the second quarter of 2009 to 5.7 days. Number of attendees surged by 269% to 93,701, with two major exhibitions attracting more than 65,000 attendees. Meanwhile, number of meetings & conferences held rose by 21% year-on-year to 400; the average duration stood at 2.0 days, up by 0.2 day, and the number of participants increased by 18% to 37,863.

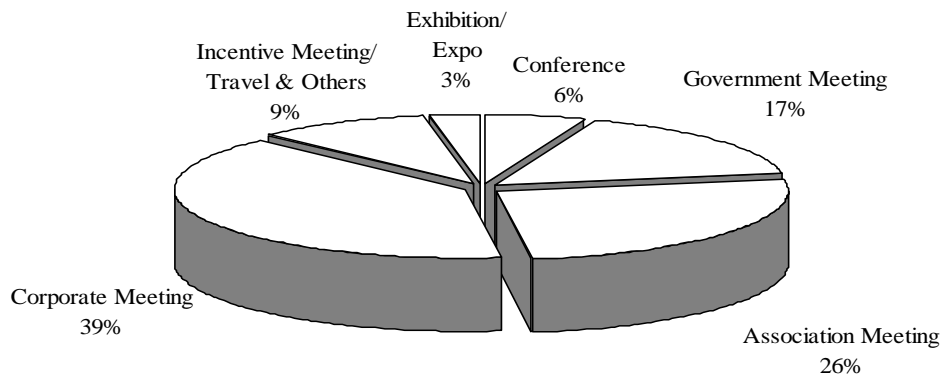
As regards subject of MICE events, the majority focused on *Commerce, Trade & Management* (149), *IT & Other Technology* (52) and *Education & Training* (45). Analyzed by type, most of the events were Corporate Meetings (163), Association Meetings (106) and Government Meetings (69).

Chart 1. MICE Events by Subject



There were 234 MICE events held in hotels, up by 28 year-on-year, with 225 meetings & conferences and 9 exhibitions. The average duration increased from 2.1 days in the second quarter of 2009 to 2.9 days, drawing a total of 60,476 participants and attendees, with 64% being exhibition attendees.

Chart 2. MICE Events by Type



Meanwhile, 178 MICE events were held in convention & exhibition centres and other conference venues, up by 35 year-on-year, consisting of 175 meetings & conferences and 3 exhibitions. The average duration decreased from 1.5 days in the second quarter of 2009 to 1.1 days, bringing in a total of 71,088 participants and attendees, with 55,200 (78% of total) being attendees to the exhibitions.

In the first half year of 2010, there were 809 MICE events held in Macao, up by 79 (+11%) year-on-year. The average duration increased by 0.2 day to 2.2 days; number of participants and attendees rose by 7% year-on-year to 224,301.

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2季)
ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES SEGUNDO O TIPO - 2º TRIMESTRE DE 2010
PRINCIPAL STATISTICS ON MICE EVENTS BY TYPE - 2ND 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	349	57 476	1.84	2009 ↑	206	28 599	2.06	143	28 877	1.52
	412	131 564	2.08	2010	234	60 476	2.86	178	71 088	1.06
	18.1	128.9	13.0	變動 / Variação / Change (%)	13.6	111.5	38.8	24.5	146.2	-30.3
會議 Reunião Meeting	330	32 100	1.75	2009 ↑	196	16 953	2.07	134	15 147	1.28
	400	37 863	1.97	2010	225	21 975	2.71	175	15 888	1.02
	21.2	18.0	12.6	變動 / Variação / Change (%)	14.8	29.6	30.9	30.6	4.9	-20.3
政府會議 Reunião do Governo Government Meeting	47	4 753	1.17	2009	14	1 329	1.14	33	3 424	1.18
	69	6 695	1.09	2010	8	354	1.50	61	6 341	1.03
	46.8	40.9	-6.8	變動 / Variação / Change (%)	-42.9	-73.4	31.6	84.8	85.2	-12.7
協會或組織會議 Reunião da associação/organização Association Meeting	93	9 566	1.45	2009 ↑	23	3 983	1.83	70	5 583	1.33
	106	6 979	1.11	2010	22	1 820	1.50	84	5 159	1.01
	14.0	-27.0	-23.4	變動 / Variação / Change (%)	-4.3	-54.3	-18.0	20.0	-7.6	-24.1
公司會議 Reunião da sociedade Corporate Meeting	133	8 327	1.95	2009 ↑	118	6 866	2.07	15	1 461	1.07
	163	12 308	2.47	2010	143	10 278	2.67	20	2 030	1.00
	22.6	47.8	26.7	變動 / Variação / Change (%)	21.2	49.7	29.0	33.3	38.9	-6.5
大型會議 Conferência Conference	24	4 074	2.50	2009	14	1 616	3.00	10	2 458	1.80
	23	4 810	3.57	2010	15	4 182	4.87	8	628	1.13
	-4.2	18.1	42.8	變動 / Variação / Change (%)	7.1	158.8	62.3	-20.0	-74.5	-37.2
獎勵會議/旅遊及其他 Reunião incentivo-viagem e outras Incentive Meeting/Travel & Others	33	5 380	2.06	2009 ↑	27	3 159	2.30	6	2 221	1.00
	39	7 071	2.87	2010	37	5 341	2.97	2	1 730	1.00
	18.2	31.4	39.3	變動 / Variação / Change (%)	37.0	69.1	29.1	-66.7	-22.1	-
展覽/博覽會 Exposição/exibição Exhibition/Expo	19	25 376	3.37	2009	10	11 646	1.90	9	13 730	5.00
	12	93 701	5.67	2010	9	38 501	6.56	3	55 200	3.00
	-36.8	269.3	68.2	變動 / Variação / Change (%)	-10.0	230.6	245.3	-66.7	302.0	-40.0

↑ 修正數字

- 絕對數值為零
Valor absoluto igual a zero
Absolute value equals zero

Revised figures

3. 按主題劃分的會展活動主要統計 (2010年第2季)
ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES SEGUNDO O TEMA - 2º TRIMESTRE DE 2010
PRINCIPAL STATISTICS ON MICE EVENTS BY SUBJECT - 2ND QUARTER OF 2010

主題 Tema Subject	總數 Total				酒店 Hotels/Hotel				其他場地 Outros locais/Other Venues			
	活動數目 Nº de eventos No. of Events	總會及入場人次 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	總會及入場人次 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	總會及入場人次 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	總會及入場人次 Nº de Participantes No. of Participants	平均會期(日) Duração média (dias) Average Duration (day)
總數 Total	349	57 476	1.84	206	28 599	2.06	143	28 877	1.52	152		
	412	131 564	2.08	234	60 476	2.86	178	71 088	1.06	106		
	18.1	128.9	13.0	13.6	111.5	38.8	24.5	146.2	-30.3	-30.3		
銀行及金融 Actividades bancária e financeira Banking & Finance	31	5 537	2.35	30	4 737	2.37	1	800	2.00	2.00		
	33	3 710	2.91	31	3 345	3.03	2	365	1.00	1.00		
	6.5	-33.0	23.8	3.3	-29.4	27.8	100.0	-54.4	-50.0	-50.0		
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	104	12 971	1.98	79	10 555	2.25	25	2 416	1.12	1.12		
	149	64 084	2.05	89	10 525	2.70	60	53 559	1.08	1.08		
	43.3	394.1	3.5	12.7	-0.3	20.0	140.0	2116.8	-3.6	-3.6		
教育及培訓 Educação e treino Education & Training	51	5 136	1.47	25	1 598	1.64	26	3 538	1.31	1.31		
	45	3 177	1.27	16	522	1.69	29	2 655	1.03	1.03		
	-11.8	-38.1	-13.6	-36.0	-67.3	3.0	11.5	-25.0	-21.4	-21.4		
資訊及其他科技 Informática e outras tecnologias IT & Other Technology	40	8 209	1.88	22	1 776	2.41	18	6 433	1.22	1.22		
	52	7 168	3.10	40	6 394	3.73	12	774	1.00	1.00		
	30.0	-12.7	64.9	81.8	200.0	54.8	-33.3	-88.0	-18.0	-18.0		
醫療健康 Saúde Medical & Health	42	3 453	1.21	19	1 461	1.37	23	1 992	1.09	1.09		
	24	2 927	1.33	10	2 168	1.80	14	759	1.00	1.00		
	-42.9	-15.2	9.9	-47.4	48.4	31.4	-39.1	-61.9	-8.3	-8.3		
旅遊 Turismo Travel & Tourism	39	4 483	1.56	21	2 079	1.71	18	2 404	1.39	1.39		
	29	6 563	2.28	23	6 245	2.61	6	318	1.00	1.00		
	-25.6	46.4	46.2	9.5	200.4	52.6	-66.7	-86.8	-28.1	-28.1		
文化及藝術 Cultura e artes Culture & Arts	20	10 267	2.75	1	74	5.00	19	10 193	2.63	2.63		
	19	27 714	2.37	10	21 938	3.30	9	5 776	1.33	1.33		
	-5.0	169.9	-13.8	900.0	29545.9	-34.0	-52.6	-43.3	-49.4	-49.4		
司法及法律 Justiça e direito Judiciary & Law	4	540	1.00	1	60	1.00	3	480	1.00	1.00		
	19	3 385	1.42	4	380	3.00	15	3 005	1.00	1.00		
	375.0	526.9	42.0	300.0	533.3	200.0	400.0	526.0	-	-		
其他 Outros Others	18	6 880	2.33	8	6 259	1.75	10	6 21	2.80	2.80		
	42	12 836	1.62	11	8 959	3.27	31	3 877	1.03	1.03		
	133.3	86.6	-30.5	37.5	43.1	86.9	210.0	524.3	-63.2	-63.2		

† 修訂數字
- 絕對數值為零

Dado revisado
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5. 按主題劃分的會展活動主要統計 (2010年上半年)
 ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES SEGUNDO O TEMA - PRIMEIRO SEMESTRE DE 2010
 PRINCIPAL STATISTICS ON MICE EVENTS BY SUBJECT - FIRST HALF YEAR 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)	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)	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)	變動 / Variação / Change (%)
總數 Total	730	209 220	1.95		434	144 906	2.29		296	64 314	1.44	
	809	224 301	2.19	變動 / Variação / Change (%)	491	136 292	2.90		318	88 009	1.10	
	10.8	7.2	12.3		13.1	-5.9	26.6		7.4	36.8	-23.6	
銀行及金融 Actividades bancária e financeira Banking & Finance	58	8 522	1.98	變動 / Variação / Change (%)	50	5 336	2.10		8	3 186	1.25	
	73	7 766	2.95		68	6 371	3.09		5	1 395	1.00	
	25.9	-8.9	49.0		36.0	19.4	47.1		-37.5	-56.2	-20.0	
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	207	124 314	2.10	變動 / Variação / Change (%)	156	116 300	2.43		51	8 014	1.10	
	302	124 562	2.26		201	69 167	2.87		101	55 395	1.06	
	45.9	0.2	7.6		28.8	-40.5	18.1		98.0	591.2	-3.6	
教育及培訓 Educação e treino Education & Training	109	11 534	1.39	變動 / Variação / Change (%)	45	2 607	1.56		64	8 927	1.27	
	84	6 620	1.32		31	1 229	1.65		53	5 391	1.13	
	-22.9	-42.6	-5.0		-31.1	-52.9	5.8		-17.2	-39.6	-11.0	
資訊及其他科技 Informática e outras tecnologias IT & Other Technology	88	11 930	2.18	變動 / Variação / Change (%)	57	4 311	2.74		31	7 619	1.16	
	91	10 358	3.05		69	8 825	3.70		22	1 533	1.05	
	3.4	-13.2	39.9		21.1	104.7	35.0		-29.0	-79.9	-9.5	
醫療健康 Saúde Medical & Health	88	8 725	1.52	變動 / Variação / Change (%)	55	4 405	1.80		33	4 320	1.06	
	48	8 778	1.90		24	6 928	2.71		24	1 850	1.08	
	-45.5	0.6	25.0		-56.4	57.3	50.6		-27.3	-57.2	1.9	
旅遊 Turismo Travel & Tourism	69	11 818	1.77	變動 / Variação / Change (%)	37	3 435	2.22		32	8 383	1.25	
	76	17 038	2.37		59	10 689	2.73		17	6 349	1.12	
	10.1	44.2	33.9		59.5	211.2	23.0		-46.9	-24.3	-10.4	
文化及藝術 Cultura e artes Culture & Arts	33	20 588	3.36	變動 / Variação / Change (%)	3	112	2.67		30	20 476	3.43	
	33	30 144	1.94		16	23 341	2.56		17	6 803	1.35	
	-	46.4	-42.3		433.3	20740.2	-4.1		-43.3	-66.8	-60.6	
司法及法律 Justiça e direito Judiciary & Law	16	1 251	1.31	變動 / Variação / Change (%)	3	105	2.33		13	1 146	1.08	
	28	4 204	1.43		6	609	3.00		22	3 595	1.00	
	75.0	236.1	9.2		100.0	480.0	28.8		69.2	213.7	-7.4	
其他 Outros Others	62	10 538	2.24	變動 / Variação / Change (%)	28	8 295	3.11		34	2 243	1.53	
	74	14 831	1.53		17	9 133	2.82		57	5 698	1.14	
	19.4	40.7	-31.7		-39.3	10.1	-9.3		67.6	154.0	-25.5	

- 絕對數值為零
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