

MICE STATISTICS

3RD QUARTER/2010

No. 3

323 MICE (Meetings, Incentives, Conventions & Exhibitions) events were held in various venues in the third quarter of 2010, up 24% year-on-year; the average duration rose from 2.1 days in the third quarter of 2009 to 2.3 days; total number of participants and attendees reached 365,111, an increase of 44% year-on-year.

1. Principal Statistics on MICE Events by Type

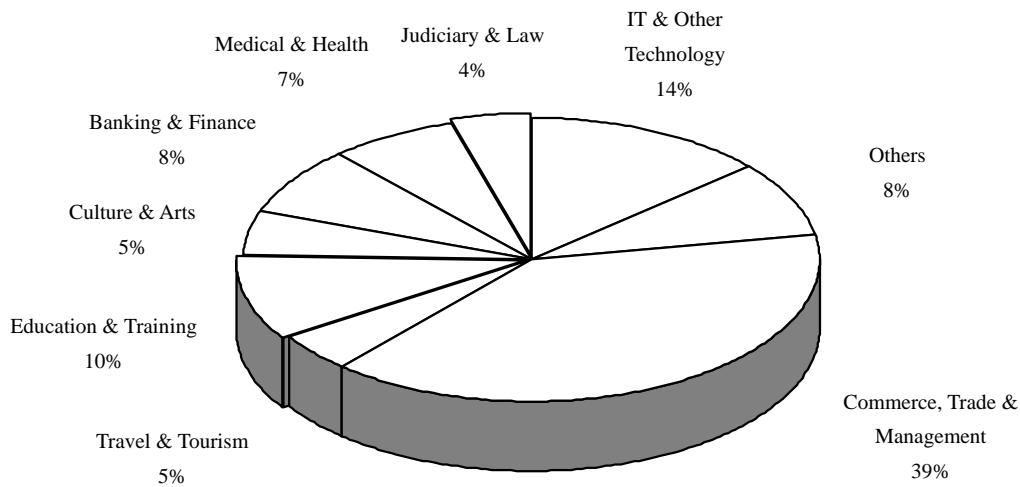
Type	No. of Events		No. of Participants		Average Duration (day)	
	Q3/2009 [†]	Q3/2010	Q3/2009 [†]	Q3/2010	Q3/2009 [†]	Q3/2010
Total	261	323	252 803	365 111	2.11	2.31
Meeting	246	305	22 231	43 147	1.97	2.21
Government Meeting	13	52	952	4 249	1.69	1.52
Association Meeting	49	66	5 601	8 278	1.39	1.55
Corporate Meeting	131	136	9 338	9 323	2.15	2.51
Conference	25	18	3 919	11 352	2.32	2.83
Incentive Meeting/Travel & Others	28	33	2 421	9 945	2.00	3.09
Exhibition/Expo	15	18	230 572	321 964	4.40	4.00

[†] Revised figures

A total of 18 exhibitions were held in the third quarter of 2010, up by 3 year-on-year, with the average duration reduced from 4.4 days to 4.0 days. Number of attendees increased by 40% to 321,964, with three major exhibitions attracting 186,415 attendees. Meanwhile, 305 meetings & conferences were held, bringing together 43,147 participants, up by 24% and 94% year-on-year; the average duration stood at 2.2 days, up by 0.2 day.

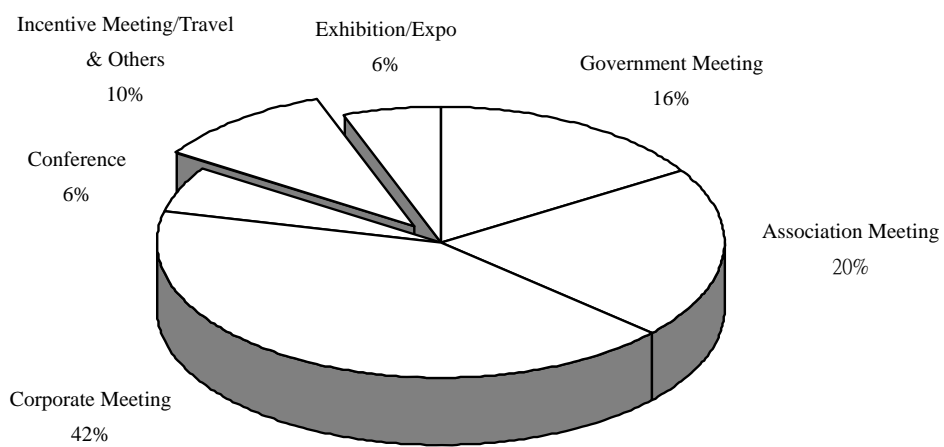
As regards subject of MICE events, the majority focused on *Commerce, Trade & Management* (126), *IT & Other Technology* (44), as well as *Education & Training* (31). Analyzed by type, most of the events were Corporate Meetings (136), Association Meetings (66) and Government Meetings (52).

Chart 1. MICE Events by Subject



There were 188 MICE events held in hotels, including 177 meetings & conferences and 11 exhibitions. The average duration increased from 2.3 days in the third quarter of 2009 to 2.8 days, drawing a total of 224,283 participants and attendees, with 87% being exhibition attendees (195,319 participants).

Chart 2. MICE Events by Type



In addition, 135 MICE events were held in convention & exhibition centres and other conference venues, consisting of 128 meetings & conferences and 7 exhibitions. The average duration decreased from 1.8 days in the third quarter of 2009 to 1.6 days, bringing in a total of 140,828 participants and attendees, with 126,645 (90% of total) being attendees to the exhibitions.

Number of MICE events held totalled 1,019 in the first three quarters of 2010, an increase of 179 (+21%) year-on-year. The average duration increased by 0.4 day to 2.4 days; number of participants and attendees reached 585,972, up by 70% year-on-year.

Survey Coverage

MICE Statistics comprises meetings and exhibitions held in hotels, major convention & exhibition centres and other conference venues; however, meetings with less than 10 participants, and exhibitions not involving business activities, e.g. exhibition of art, photo, other cultural exhibitions, etc. are excluded.

The person-in-charge of the venues can return the completed questionnaires to the visiting enumerators; alternatively, he/she can download the questionnaires from “Survey Corner” of DSEC website and upload the respective form upon completion.

Definitions and method adopted in MICE Statistics are in accordance with the standards of UNWTO¹, as well as recommendations of respective international associations such as the International Congress & Convention Association (ICCA) and the Convention Industry Council (CIC).

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.

¹ “Measuring the Economic Importance of the Meetings Industry-Developing a Tourism Satellite Account Extension” . UNWTO

2. 按類型劃分的會展活動主要統計 (2010年第3季)

ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES SEGUNDO O TIPO - 3º TRIMESTRE DE 2010
PRINCIPAL STATISTICS ON MICE EVENTS BY TYPE - 3RD 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)	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	2009^r 2010	252 803 365 111	2.11 2.31	變動 / Variação / Change (%) 23.8	185 188	21 959 224 283	2.25 2.84	76 135	230 844 140 828	1.76 1.58	變動 / Variação / Change (%) -10.2	
會議 Reunião Meeting	2009 ^r 2010	22 231 43 147	1.97 2.21	變動 / Variação / Change (%) 94.1	181 177	14 974 28 964	2.25 2.77	65 128	7 257 14 183	1.18 1.44	變動 / Variação / Change (%) 22.0	
政府會議 Reunião do Governo Government Meeting	2009 2010	13 52	1.69 1.52	變動 / Variação / Change (%) 300.0	5 3	217 305	2.60 5.00	8 49	735 3 944	1.13 1.31	變動 / Variação / Change (%) 15.9	
協會或組織會議 Reunião da associação/organização Association Meeting	2009 ^r 2010	49 66	1.39 1.55	變動 / Variação / Change (%) 34.7	19 11	3 128 1 205	1.89 1.36	30 55	2 473 7 073	1.07 1.58	變動 / Variação / Change (%) 47.7	
公司會議 Reunião da sociedade Corporate Meeting	2009 ^r 2010	131 136	2.15 2.51	變動 / Variação / Change (%) -28.0	116 123	6 712 7 680	2.28 2.67	15 13	2 626 1 643	1.07 1.00	變動 / Variação / Change (%) -6.5	
大型會議 Conferência Conference	2009 ^r 2010	25 18	2.32 2.83	變動 / Variação / Change (%) -28.0	14 7	2 636 9 829	2.79 4.43	11 11	1 283 1 523	1.73 1.82	變動 / Variação / Change (%) 5.2	
獎勵會議旅遊及其他 Reunião incentivo-viagem e outras Incentive Meeting/Travel & Others	2009 ^r 2010	28 33	2.00 3.09	變動 / Variação / Change (%) 17.9	27 33	2 281 9 945	2.04 3.09	1 -	140 -	1.00 -	變動 / Variação / Change (%) ..	
展覽/博覽會 Exposição/exibição Exhibition/Expo	2009 ^r 2010	15 18	4.40 4.00	變動 / Variação / Change (%) 20.0	4 11	6 985 195 319	2.25 3.91	11 7	223 587 126 645	5.18 4.14	變動 / Variação / Change (%) -20.1	

^r 修訂數字Dado revisito
Revised figures

.. 不適用

Não aplicável
Not applicable

3. 按主題劃分的會展活動主要統計 (2010年第3季)

ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES SEGUNDO O TEMA - 3º TRIMESTRE DE 2010
PRINCIPAL STATISTICS ON MICE EVENTS BY SUBJECT - 3RD 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	與會及入場人次 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. 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. 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. of Participants	平均會期(日) Duração média (dias) Average Duration (day)
總數 Total	261	252 803	2.11	185	21 959	2.25	76	230 844	1.76	323	365 111	2.31
	23.8	44.4	9.5	1.6	921.4	26.2	77.6	-39.0	-10.2			
銀行及金融 Actividades bancária e financeira Banking & Finance	19	2 316	1.95	13	724	2.31	6	1 592	1.17	25	2 175	2.16
	31.6	-6.1	10.8	76.9	142.4	-2.2	-66.7	-73.6	-14.5			
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	98	167 534	2.21	78	11 101	2.33	20	156 433	1.75	126	247 648	2.51
	28.6	47.8	13.6	9.0	1 095.3	27.9	105.0	-26.5	-12.0			
教育及培訓 Educação e treino Education & Training	31	3 136	1.81	14	658	2.36	17	2 478	1.35	31	4 515	1.97
	-	44.0	8.8	-28.6	-29.5	-6.8	23.5	63.5	37.8			
資訊及其他科技 Informática e outras tecnologias IT & Other Technology	35	69 640	2.86	19	911	2.68	16	68 729	3.06	44	74 970	3.18
	25.7	7.7	11.2	63.2	6 375.3	40.7	-18.8	-76.7	-42.2			
醫療健康 Saúde Medical & Health	26	5 046	1.54	21	4 389	1.67	5	657	1.00	24	1 640	1.29
	-7.7	-67.5	-16.2	-9.5	-72.0	-18.0	-	-37.7	-			
旅遊 Turismo Travel & Tourism	34	4 156	1.97	31	3 805	2.03	3	351	1.33	15	24 245	3.47
	-55.9	483.4	76.1	-61.3	534.9	93.1	-	-74.9	25.6			
文化及藝術 Cultura e artes Culture & Arts	9	604	2.00	3	185	3.33	6	419	1.33	16	6 073	2.06
	77.8	905.5	3.0	-	2 480.5	-19.8	116.7	210.0	44.4			
司法及法律 Justiça e direito Judiciary & Law	1	70	1.00	1	70	1.00	-	-	-	14	1 390	2.07
	1 300.0	1 885.7	107.0	100.0	35.7	100.0	-	-	-			
其他 Outros Others	8	301	1.88	5	116	2.40	3	185	1.00	28	2 455	1.11
	250.0	715.6	-41.0	-40.0	8.6	-30.4	733.3	1 158.9	4.0			

r 修訂數字
Dado revisado
Revised figures

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

.. 不適用
Não aplicável
Not applicable

4. 按類型劃分的會展活動主要統計 (2010年首3季)

ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES SEGUNDO O TIPO - PRIMEIROS TRÊS TRIMESTRES DE 2010
PRINCIPAL STATISTICS ON MICE EVENTS BY TYPE - FIRST THREE QUARTERS 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)	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	840	343 833	2.00	528	67 699	2.38	312	276 134	1.38	1 019	585 972	2.36	390	227 306	1.31
	21.3	70.4	18.0	19.1	429.8	26.5	25.0	-17.7	-5.1						
會議 Reunião Meeting	803	80 629	1.95	512	45 142	2.38	291	35 487	1.19	979	112 096	2.27	377	37 935	1.21
	21.9	39.0	16.4	17.6	64.3	23.1	29.6	6.9	1.7						
政府會議 Reunião do Governo Government Meeting	78	7 652	1.40	22	1 616	2.05	56	6 036	1.14	131	12 226	1.33	117	11 265	1.16
	67.9	59.8	-5.0	-36.4	-40.5	32.2	108.9	86.6	1.8						
協會或組織會議 Reunião da associação/organização Association Meeting	203	22 577	1.42	61	9 264	1.95	142	13 313	1.19	240	22 122	1.35	194	17 753	1.23
	18.2	-2.0	-4.9	-24.6	-52.8	-5.1	36.6	33.4	3.4						
公司會議 Reunião da sociedade Corporate Meeting	376	29 680	2.21	327	22 247	2.38	49	7 433	1.04	427	35 508	2.68	36	4 723	1.03
	13.6	19.6	21.3	19.6	38.4	18.9	-26.5	-36.5	-1.0						
大型會議 Conferência Conference	72	11 079	2.36	38	5 048	3.13	34	6 031	1.50	67	21 577	3.78	29	4 064	1.59
	-6.9	94.8	60.2	-	246.9	74.1	-14.7	-32.6	6.0						
獎勵會議旅遊及其他 Reunião incentivo-viagem e outras Incentive Meeting/Travel & Others	74	9 641	2.23	64	6 967	2.42	10	2 674	1.00	114	20 663	2.88	1	130	1.00
	54.1	114.3	29.1	76.6	194.7	19.4	-90.0	-95.1	-						
展覽/博覽會 Exposição/exibição Exhibition/Expo	37	263 204	3.27	16	22 557	2.31	21	240 647	4.00	40	473 876	4.63	13	189 371	4.00
	8.1	80.0	41.6	68.8	1 161.3	113.4	-38.1	-21.3	-						

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	21.3	70.4	18.0	19.1	429.8	26.5	25.0	-17.7	-5.1			
銀行及金融 Actividades bancária e financeira Banking & Finance	65	10 317	2.09	51	5 539	2.33	14	4 778	1.21	91	9 534	2.89
	40.0	-7.6	38.3	64.7	39.4	30.9	-50.0	-62.0	-17.4			
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	258	195 348	2.21	199	31 511	2.47	59	163 837	1.34	364	383 184	2.59
	41.1	96.2	17.2	30.7	561.6	25.9	104	174 707	1.30			
教育及培訓 Educação e treino Education & Training	100	12 048	1.48	38	2 003	1.92	62	10 045	1.21	-3.0	-12.6	-1.4
	115	81 561	2.41	72	5 346	2.72	43	76 215	1.88			
資訊及其他科技 Informática e outras tecnologias IT & Other Technology	132	85 136	3.16	98	67 693	3.80	34	17 443	1.32	14.8	4.4	31.1
	102	12 896	1.57	67	8 359	1.84	35	4 537	1.06			
醫療健康 Saúde Medical & Health	66	10 134	1.79	43	8 210	2.16	23	1 924	1.09	-35.3	-21.4	-14.0
	90	9 718	1.88	63	6 393	2.13	27	3 325	1.30			
旅遊 Turismo Travel & Tourism	87	31 901	2.52	72	30 730	2.81	15	1 171	1.13			
	29	10 096	1.90	5	281	3.40	24	9 815	1.58			
文化及藝術 Cultura e artes Culture & Arts	44	34 559	2.18	16	24 487	2.56	28	10 072	1.96	51.7	242.3	14.7
	16	1 217	1.31	4	175	2.00	12	1 042	1.08			
司法及法律 Justiça e direito Judiciary & Law	42	5 594	1.64	8	704	2.75	34	4 890	1.38	162.5	359.7	25.2
	65	10 632	2.25	29	8 092	3.17	36	2 540	1.50			
其他 Outros Others	96	15 396	1.44	20	9 259	2.65	76	6 137	1.12	47.7	44.8	-36.0
	47.7	44.8	-36.0	-31.0	14.4	-16.4	111.1	141.6	-25.3			

r 修訂數字
 Dado revisado
 Revised figures