

MICE STATISTICS

4TH QUARTER/2010

No. 4

A total of 380 MICE (Meetings, Incentives, Conventions & Exhibitions) events were held in various venues in the fourth quarter of 2010, up by 1% year-on-year; the average duration increased from 2.1 days in the fourth quarter of 2009 to 2.7 days; number of participants and attendees totalled 220,163, down by 4% year-on-year.

1. Principal Quarterly Statistics by Type

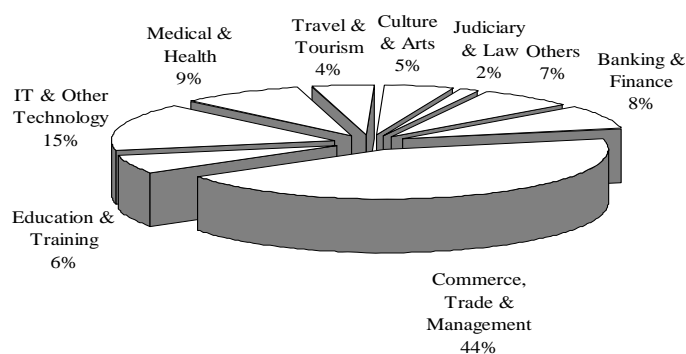
Type	No. of Events		No. of Participants		Average Duration (day)	
	Q4/2009 [†]	Q4/2010	Q4/2009 [†]	Q4/2010	Q4/2009 [†]	Q4/2010
Total	375	380	228 851	220 163	2.10	2.72
Meeting	356	363	37 540	37 736	2.07	2.68
Government Meeting	27	40	3 114	5 878	1.96	2.13
Association Meeting	105	70	14 414	11 654	1.37	1.79
Corporate Meeting	149	190	12 496	11 193	2.56	3.00
Conference	32	22	5 126	4 478	2.34	2.91
Incentive Meeting/Travel & Others	43	41	2 390	4 533	1.91	3.12
Exhibition/Expo	19	17	191 311	182 427	2.79	3.53

[†] Revised figures

A total of 17 exhibitions were held in the fourth quarter of 2010, a decrease of 2 year-on-year; number of attendees decreased by 5% to 182,427; however, the average duration increased from 2.8 days to 3.5 days. Concurrently, 363 meetings & conferences were held, bringing together 37,736 participants, up by 2% and 1% year-on-year; the average duration stood at 2.7 days, an increase of 0.6 day.

As regards subject of MICE events, the majority focused on *Commerce, Trade & Management* (167) and *IT & Other Technology* (59). Analyzed by type, most of the events were Corporate Meetings (190), followed by Association Meetings (70).

Chart 1. MICE Events by Subject



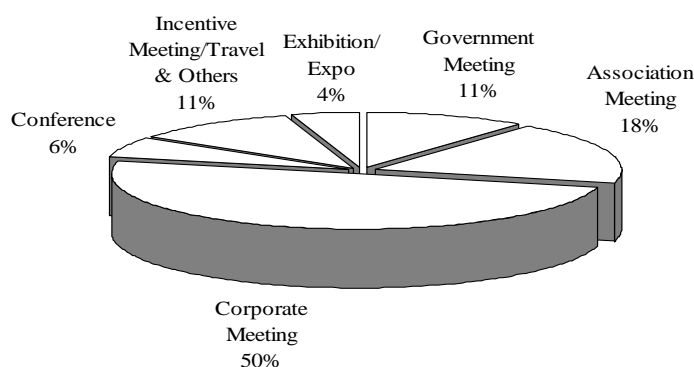
Official Statistics. Reproduction of these data is allowed provided the source is quoted.

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Chart 2. MICE Events by Type



There were 268 MICE events held in hotels, including 256 meetings & conferences and 12 exhibitions. The average duration increased from 2.5 days in the fourth quarter of 2009 to 3.3 days, drawing a total of 168,665 participants and attendees, with 86% being exhibition attendees (144,886 participants). In addition, 112 MICE events were held in convention & exhibition centres and other conference venues; the average duration stood at 1.4 days, bringing in 51,498 participants and attendees.

For the whole year of 2010, a total of 1,399 MICE events were held, an increase of 184 (+15%) year-on-year. The average duration increased from 2.0 days in 2009 to 2.5 days; number of participants and attendees reached 806,135, up by 41% year-on-year. Among these events, 57 exhibitions attracted 656,303 participants and attendees; average duration extended from 3.1 days to 4.3 days. Meetings & conferences accounted for 1,342, the average duration increased from 2.0 days to 2.4 days and number of participants totalled 149,832.

2. Principal Yearly Statistics by Type

Type	No. of Events		No. of Participants		Average Duration (day)	
	2009 [†]	2010	2009 [†]	2010	2009 [†]	2010
Total	1 215	1 399	572 684	806 135	2.03	2.46
Meeting	1 159	1 342	118 169	149 832	1.98	2.38
Government Meeting	105	171	10 766	18 104	1.54	1.51
Association Meeting	308	310	36 991	33 776	1.40	1.45
Corporate Meeting	525	617	42 176	46 701	2.31	2.78
Conference	104	89	16 205	26 055	2.36	3.56
Incentive Meeting/Travel & Others	117	155	12 031	25 196	2.11	2.94
Exhibition/Expo	56	57	454 515	656 303	3.11	4.30

[†] Revised figures

Analysed by subject of MICE events, the majority focused on *Commerce, Trade & Management* (531) and *IT & Other Technology* (191). Analyzed by type, most of the events were Corporate Meetings (617) and Association Meetings (310).

In 2010, there were 897 MICE events held in hotels, up by 17% year-on-year. The average duration increased by 0.7 day to 3.1 days; number of participants and attendees surged by 148% to 527,331. Moreover, 502 MICE events were held in convention & exhibition centres and other conference venues. The average duration stood at 1.3 days and number of participants and attendees totalled 278,804.

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

3. 按類型劃分的會展活動主要統計 (2010年第4季)

ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES SEGUNDO O TIPO - 4º TRIMESTRE DE 2010
PRINCIPAL STATISTICS ON MICE EVENTS BY TYPE - 4TH 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	375	228 851	2.10		240	144 597	2.51		135	84 254	1.38	
	380	220 163	2.72	1%	268	168 665	3.26	30%	112	51 498	1.41	2%
會議 Reunião Meeting	356	37 540	2.07		227	20 246	2.51		129	17 294	1.29	
	363	37 736	2.68	2%	256	23 779	3.25	13%	107	13 957	1.30	1%
政府會議 Reunião do Governo Government Meeting	27	3 114	1.96		10	717	3.00		17	2 397	1.35	
	40	5 878	2.13	48%	14	3 303	3.93	40%	26	2 575	1.15	-15%
協會或組織會議 Reunião da associação/organização Association Meeting	105	14 414	1.37		26	4 664	2.04		79	9 750	1.15	
	70	11 654	1.79	-33%	13	3 933	3.92	-50%	57	7 721	1.30	13%
公司會議 Reunião da sociedade Corporate Meeting	149	12 496	2.56		138	10 656	2.68		11	1 840	1.09	
	190	11 193	3.00	28%	178	9 980	3.13	17%	12	1 213	1.00	-8%
大型會議 Conferência Conference	32	5 126	2.34		14	2 339	2.79		18	2 787	2.00	
	22	4 478	2.91	-31%	11	2 110	3.82	-10%	11	2 368	2.00	-39%
獎勵會議/旅遊及其他 Reunião incentivo-viagem e outras Incentive Meeting/Travel & Others	43	2 390	1.91		39	1 870	2.00		4	520	1.00	
	41	4 533	3.12	-5%	40	4 453	3.18	63%	1	80	1.00	-75%
展覽/博覽會 Exposição/exibição Exhibition/Expo	19	191 311	2.79		13	124 351	2.54		6	66 960	3.33	
	17	182 427	3.53	-11%	12	144 886	3.42	-8%	5	37 541	3.80	-17%

r 修訂數字

- 絕對數值為零

Dado revisito

Valor absoluto igual a zero

Revised figures

Absolute value equals zero

4. 按主題劃分的會展活動主要統計 (2010年第4季)

ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES SEGUNDO O TEMA - 4º TRIMESTRE DE 2010
PRINCIPAL STATISTICS ON MICE EVENTS BY SUBJECT - 4TH QUARTER OF 2010

主題 Tema Subject	總數 Total				酒店 Hotéis/Hotels				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	2009 2010	228 851 220 163	2.10 2.72	240 268	144 597 168 665	2.51 3.26	135 112	84 254 51 498	2.51 3.26	112 98	1.38 1.41	
		1%	30%	12%	17%	30%	-17%	-39%	30%	-17%	2%	
銀行及金融 Actividades bancária e financeira Banking & Finance	2009 2010	2 027 2 127	2.42 3.43	23 28	992 1 857	2.61 3.61	3 2	1 035 270	2.61 3.61	3 2	1.00 1.00	
		5%	42%	22%	87%	38%	-33%	-74%	38%	-33%	-	
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	2009 2010	159 735 159 663	2.41 2.94	105 134	122 184 155 764	2.62 3.40	21 33	37 551 3 899	2.62 3.40	21 33	1.38 1.09	
		0 [#]	22%	28%	27%	30%	57%	-90%	30%	57%	-2.1%	
教育及培訓 Educação e treino Education & Training	2009 2010	6 702 3 309	1.77 2.09	15 7	1 093 817	3.00 2.57	38 16	5 609 2 492	3.00 2.57	38 16	1.29 1.88	
		-51%	18%	-53%	-25%	-14%	-58%	-56%	-14%	-58%	46%	
資訊及其他科技 Informática e outras tecnologias IT & Other Technology	2009 2010	22 165 23 179	2.73 2.75	25 47	1 516 4 217	3.04 3.04	8 12	20 649 18 962	3.04 3.04	8 12	1.75 1.58	
		5%	1%	88%	178%	-	50%	-8%	-	50%	-10%	
醫療健康 Saúde Medical & Health	2009 2010	4 820 4 774	1.75 2.52	18 23	2 717 3 234	2.50 3.00	18 10	2 103 1 540	2.50 3.00	18 10	1.00 1.40	
		-1%	44%	28%	19%	20%	-44%	-27%	20%	-44%	40%	
旅遊 Turismo Travel & Tourism	2009 2010	12 680 729	1.70 1.71	43 13	12 240 496	1.74 1.85	4 4	440 233	1.74 1.85	4 4	1.25 1.25	
		-64%	1%	-70%	-96%	6%	-	-47%	6%	-	-	
文化及藝術 Cultura e artes Culture & Arts	2009 2010	12 376 21 697	2.33 2.68	- 7	- 1 049	- 3.57	12 12	12 376 20 648	- 3.57	12 12	2.33 2.17	
		75%	15%	-	-	-	-	67%	-	-	-7%	
司法及法律 Justiça e direito Judiciary & Law	2009 2010	1 052 1 126	1.67 4.67	- 4	- 966	- 6.25	6 2	1 052 160	- 6.25	6 2	1.67 1.50	
		7%	180%	-	-	-	-67%	-85%	-	-67%	-10%	
其他 Outros	2009 2010	7 294 3 559	1.58 1.42	11 5	3 855 265	2.45 2.80	25 21	3 439 3 294	2.45 2.80	25 21	1.20 1.10	
		-51%	-10%	-55%	-93%	14%	-16%	-4%	14%	-16%	-8%	

r 修訂數字
Dado revisado
Revised figures

0[#] 數字少於採用單位半數
Resultado inferior a metade da unidade adoptada
Magnitude less than half of the unit employed

.. 不適用
Not applicable

5. 按類型劃分的會展活動主要統計(2010年)
ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES SEGUNDO O TIPO - 2010
PRINCIPAL STATISTICS ON MICE EVENTS BY TYPE - 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	1 215	572 684	2.03		768	212 296	2.42		447	360 388	1.38	
	1 399	806 135	2.46	15%	897	527 331	3.09	28%	502	278 804	1.33	-4%
		41%			17%	148%	28%		12%	-23%		
會議 Reunião Meeting	1 159	118 169	1.98		739	65 388	2.42		420	52 781	1.22	
	1 342	149 832	2.38		858	97 940	3.03		484	51 892	1.23	
	16%	27%	20%		16%	50%	25%		15%	-2%	1%	
政府會議 Reunião do Governo Government Meeting	105	10 766	1.54		32	2 333	2.34		73	8 433	1.19	
	171	18 104	1.51		28	4 264	3.32		143	13 840	1.16	
	63%	68%	-2%		-13%	83%	42%		96%	64%	-3%	
協會或組織會議 Reunião da associação/organização Association Meeting	308	36 991	1.40		87	13 928	1.98		221	23 063	1.18	
	310	33 776	1.45		59	8 302	2.31		251	25 474	1.24	
	1%	-9%	4%		-32%	-40%	17%		14%	10%	5%	
公司會議 Reunião da sociedade Corporate Meeting	525	42 176	2.31		465	32 903	2.47		60	9 273	1.05	
	617	46 701	2.78		569	40 765	2.92		48	5 936	1.02	
	18%	11%	20%		22%	24%	18%		-20%	-36%	-3%	
大型會議 Conferência Conference	104	16 205	2.36		52	7 387	3.04		52	8 818	1.67	
	89	26 055	3.56		49	19 623	5.08		40	6 432	1.70	
	-14%	61%	51%		-6%	166%	67%		-23%	-27%	2%	
獎勵會議旅遊及其他 Reunião incentivo-viagem e outras Incentive Meeting/Travel & Others	117	12 031	2.11		103	8 837	2.26		14	3 194	1.00	
	155	25 196	2.94		153	24 986	2.97		2	210	1.00	
	32%	109%	39%		49%	183%	31%		-86%	-93%	-	
展覽/博覽會 Exposição/exibição Exhibition/Expo	56	454 515	3.11		29	146 908	2.41		27	307 607	3.85	
	57	656 303	4.30		39	429 391	4.46		18	226 912	3.94	
	2%	44%	38%		34%	192%	85%		-33%	-26%	2%	

r 修訂數字

Diado revisito

Revised figures

- 絕對數值為零

Valor absoluto igual a zero

Absolute value equals zero

6. 按主題劃分的會展活動主要統計 (2010年)
ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES SEGUNDO O TEMA - 2010
PRINCIPAL STATISTICS ON MICE EVENTS BY SUBJECT- 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)
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	1 399	806 135	2.46	897	527 331	3.09	502	278 804	1.33
	15%	41%	21%	17%	148%	28%	12%	-23%	-4%
銀行及金融 Actividades bancária e financeira Banking & Finance	91	12 344	2.19	74	6 531	2.42	17	5 813	1.18
	121	11 661	3.02	112	9 576	3.19	9	2 085	1.00
	33%	-6%	38%	51%	47%	32%	-47%	-64%	-15%
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	384	355 083	2.28	304	153 695	2.52	80	201 388	1.35
	531	542 847	2.70	394	364 241	3.21	137	178 606	1.25
	38%	53%	18%	30%	137%	27%	71%	-11%	-7%
教育及培訓 Educação e treino Education & Training	153	18 750	1.58	53	3 096	2.23	100	15 654	1.24
	120	13 843	1.58	35	2 204	1.89	85	11 639	1.46
	-22%	-26%	-	-34%	-29%	-15%	-15%	-26%	18%
資訊及其他科技 Informática e outras tecnologias IT & Other Technology	148	103 726	2.48	97	6 862	2.80	51	96 864	1.86
	191	108 315	3.03	145	71 910	3.55	46	36 405	1.39
	29%	4%	22%	49%	948%	27%	-10%	-62%	-25%
醫療健康 Saúde Medical & Health	138	17 716	1.62	85	11 076	1.98	53	6 640	1.04
	99	14 908	2.03	66	11 444	2.45	33	3 464	1.18
	-28%	-16%	25%	-22%	3%	24%	-38%	-48%	13%
旅遊 Turismo Travel & Tourism	137	22 398	1.82	106	18 633	1.97	31	3 765	1.29
	104	32 630	2.38	85	31 226	2.66	19	1 404	1.16
	-24%	46%	31%	-20%	68%	35%	-39%	-63%	-10%
文化及藝術 Cultura e artes Culture & Arts	41	22 472	2.02	5	281	3.40	36	22 191	1.83
	63	56 256	2.33	23	25 536	2.87	40	30 720	2.03
	54%	150%	15%	360%	8 988%	-16%	11%	38%	11%
司法及法律 Justiça e direito Judiciary & Law	22	2 269	1.41	4	175	2.00	18	2 094	1.28
	48	6 720	2.02	12	1 670	3.92	36	5 050	1.39
	118%	196%	43%	200%	854%	96%	100%	141%	9%
其他 Outros Others	101	17 926	2.01	40	11 947	2.98	61	5 979	1.38
	122	18 955	1.43	25	9 524	2.68	97	9 431	1.11
	21%	6%	-29%	-38%	-20%	-10%	59%	58%	-20%

† 修訂數字
Dados revisados
Revised figures

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