

## MICE STATISTICS

### 1<sup>ST</sup> QUARTER/2011

No. 1

A total of 267 MICE (Meetings, Incentives, Conventions & Exhibitions) events were held in the first quarter of 2011, a decrease of 64 year-on-year; total number of participants and attendees increased by 42% year-on-year to 127,194. However, the average duration decreased by 0.4 day in the first quarter of 2010 to 2.1 days.

#### 1. Principal Statistics on MICE Events by Type

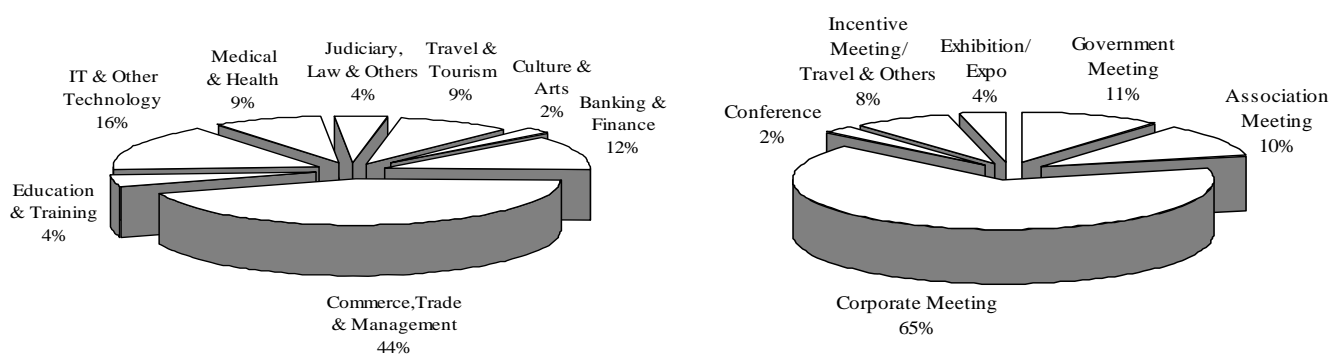
Type	No. of Events		No. of Participants		Average Duration (day)	
	Q1/2010 <sup>r</sup>	Q1/2011	Q1/2010 <sup>r</sup>	Q1/2011	Q1/2010 <sup>r</sup>	Q1/2011
<b>Total</b>	<b>331</b>	<b>267</b>	<b>89 738</b>	<b>127 194</b>	<b>2.5</b>	<b>2.1</b>
Meeting	322	257	33 853	28 040	2.5	2.1
Government Meeting	25	29	1 863	2 229	1.4	1.2
Association Meeting	78	28	7 103	2 081	1.4	1.1
Corporate Meeting	156	174	14 753	16 859	2.9	2.3
Conference	25	6	5 345	1 849	4.4	2.3
Incentive Meeting/Travel & Others	38	20	4 789	5 022	2.5	2.8
Exhibition/Expo	9	10	55 885	99 154	3.9	2.5

<sup>r</sup> Revised figures

A total of 10 exhibitions were held in the first quarter of 2011, with 99,154 attendees and an average duration of 2.5 days. Meanwhile, 257 meetings & conferences were held, bringing together 28,040 participants and the average duration was 2.1 days.

As regards subject of MICE events, the majority focused on Commerce, Trade & Management (119), IT & Other Technology (42) and Travel & Tourism (24). Analyzed by type, most of the events were Corporate Meetings (174), Government Meetings (29) and Association Meetings (28).

Chart 1. MICE Events by Subject and by Type



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

Statistics and Census Service  
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There were 214 MICE events held in hotels, comprising 206 meetings & conferences and 8 exhibitions. The average duration decreased from 3.1 days in the first quarter of 2010 to 2.4 days; number of participants and attendees totalled 121,900, with 80% being exhibition attendees. In addition, 53 MICE events were held in convention & exhibition centres and other conference venues; the average duration stood at 1.1 days, bringing in 5,294 participants and attendees.

Starting from 2011, coverage of MICE statistics is expanded to include exhibition organizers and exhibitors. In the first quarter of 2011, data were collected from 8 exhibition organizers (80% of total); concurrently, systematic sampling method was adopted to collect data from 51 exhibitors.

## 2. Total Revenue and Expenditure of Exhibition Organizers

		MOP	
Total Revenue	2 100 142	Total Expenditure	3 200 077
Rental of Exhibit Booth	1 273 974	Rental for Venue	636 853
Financial Support from Government and Other Organizations	826 168	Advertising, Promotion & Public Relations	603 164
Others	-	Accommodation	357 027
		Food & Beverage	366 033
		Others	1 237 000

- Absolute value equals zero

## 3. Total Revenue and Expenditure of Exhibitors

		MOP	
Total Revenue	3 136 320	Total Expenditure	1 141 261
Direct Sales of Products	2 738 607	Rental for Exhibit Booth	840 330
Financial Support from Government and Other Organizations	104 013	Booth Construction and Decoration	117 278
Others	293 700	Others	183 653

According to the information collected, the majority (63%) of the exhibition organizers were local enterprises and 25% were from Hong Kong. Moreover, 88% of the organizers had experience of organizing exhibitions in Macao. In the first quarter of 2011, total revenue of the exhibition organizers amounted to MOP2,100,142 and total expenditure was MOP3,200,077.

In respect to the interviewed exhibitors, 49% were exhibitors from Hong Kong and 31% were local exhibitors. Besides, 55% of the exhibitors were first time participants in Macao. Total revenue of the exhibitors amounted to MOP3,136,320 that came mainly from sales of products (87%); total expenditure was MOP1,141,261, with rental for exhibition booth accounting for 74%.

## Survey Coverage

Monthly Survey on Venues for MICE Events covers 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. exhibitions of photos and paintings, as well as other cultural and art exhibitions are excluded.

The respondent from the venue may return the completed questionnaire to the visiting enumerator; alternatively, he/she may download the questionnaire from “Survey Corner” of the Statistics and Census Services (DSEC) website and upload the respective form upon completion.

With information provided by hotels and exhibition centres, DSEC collects the completed questionnaires from the exhibition organizers; moreover, enumerators from DSEC also visit the show floor and systematic sampling method is adopted in selecting exhibitors for data collection.

Definitions and method adopted in MICE Statistics are in accordance with the standards of UNWTO<sup>1</sup>, 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.

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<sup>1</sup> “Measuring the Economic Importance of the Meetings Industry-Developing a Tourism Satellite Account Extension” , World Tourism Organization (UNWTO)

4. 按類型劃分的會展活動主要統計(2011年第1季)  
 ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES POR O TIPO - 1º TRIMESTRE DE 2011  
 PRINCIPAL STATISTICS ON MICE EVENTS BY TYPE - 1<sup>ST</sup> QUARTER OF 2011

類型 Tipo Type	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)
<b>總數 Total</b>	<b>331</b>	<b>89,738</b>	<b>2.5</b>	<b>226</b>	<b>73,997</b>	<b>3.1</b>	<b>105</b>	<b>15,741</b>	<b>1.2</b>
	2010	2011		2010	2011		2010	2011	
			<b>變動 / Variação / Change</b>			<b>變動 / Variação / Change</b>			<b>變動 / Variação / Change</b>
			<b>-19%</b>			<b>-5%</b>			<b>-8%</b>
會議 Reunião Meeting	322	33,853	2.5	219	23,312	3.1	103	10,541	1.2
	2010	2011		2010	2011		2010	2011	
			<b>變動 / Variação / Change</b>			<b>變動 / Variação / Change</b>			<b>變動 / Variação / Change</b>
			<b>-17%</b>			<b>-6%</b>			<b>-9%</b>
政府會議 Reunião do Governo Government Meeting	25	1,863	1.4	4	304	3.0	21	1,559	1.1
	2010	2011		2010	2011		2010	2011	
			<b>變動 / Variação / Change</b>			<b>變動 / Variação / Change</b>			<b>變動 / Variação / Change</b>
			<b>16%</b>			<b>50%</b>			<b>17%</b>
協會或組織會議 Reunião da associação/organização Association Meeting	78	7,103	1.4	13	1,344	2.9	65	5,759	1.2
	2010	2011		2010	2011		2010	2011	
			<b>變動 / Variação / Change</b>			<b>變動 / Variação / Change</b>			<b>變動 / Variação / Change</b>
			<b>-64%</b>			<b>-23%</b>			<b>-80%</b>
公司會議 Reunião da sociedade Corporate Meeting	156	14,753	2.9	149	13,443	3.0	7	1,310	1.1
	2010	2011		2010	2011		2010	2011	
			<b>變動 / Variação / Change</b>			<b>變動 / Variação / Change</b>			<b>變動 / Variação / Change</b>
			<b>12%</b>			<b>12%</b>			<b>-57%</b>
大型會議 Conferência Conference	25	5,345	4.4	15	3,432	6.3	10	1,913	1.7
	2010	2011		2010	2011		2010	2011	
			<b>變動 / Variação / Change</b>			<b>變動 / Variação / Change</b>			<b>變動 / Variação / Change</b>
			<b>-76%</b>			<b>-73%</b>			<b>-82%</b>
獎勵會議旅遊及其他 Reunião incentivo-viagem e outras Incentive Meeting/Travel & Others	38	4,789	2.5	38	4,789	2.5	-	-	-
	2010	2011		2010	2011		2010	2011	
			<b>變動 / Variação / Change</b>			<b>變動 / Variação / Change</b>			<b>變動 / Variação / Change</b>
			<b>-47%</b>			<b>1%</b>			<b>1.0</b>
展覽/博覽會 Exposição/exibição Exhibition/Expo	9	55,885	3.9	7	50,685	4.4	2	5,200	2.0
	2010	2011		2010	2011		2010	2011	
			<b>變動 / Variação / Change</b>			<b>變動 / Variação / Change</b>			<b>變動 / Variação / Change</b>
			<b>11%</b>			<b>14%</b>			<b>-77%</b>

.. 不適用

Não aplicável  
Not applicable

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Valor absoluto igual a zero  
Absolute value equals zero

r 修訂數字

Dados revisados  
Revised figures

5. 按主題劃分的會展活動主要統計 (2011年第1季)  
 ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES POR O TEMA - 1º TRIMESTRE DE 2011  
 PRINCIPAL STATISTICS ON MICE EVENTS BY SUBJECT- 1<sup>ST</sup> QUARTER OF 2011

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 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)
<b>總數 Total</b>	<b>331</b>	<b>89,738</b>	<b>2.5</b>	<b>226</b>	<b>73,997</b>	<b>3.1</b>	<b>105</b>	<b>15,741</b>	<b>1.2</b>	<b>267</b>	<b>127,194</b>	<b>2.1</b>
	-19%	42%	-16%	-5%	65%	-24%	-50%	-66%	-8%			
銀行及金融 Actividades bancária e financeira Banking & Finance	36	3,811	3.2	33	2,781	3.4	3	1,030	1.0	31	4,675	2.0
	-14%	23%	-36%	-12%	44%	-38%	-33%	-36%	-			
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	119	65,061	2.8	96	58,399	3.2	23	6,662	1.1	119	95,693	2.0
	-	47%	-28%	-1%	60%	-30%	4%	-70%	-			
教育及培訓 Educação e formação Education & Training	29	3,100	1.4	8	509	1.6	21	2,591	1.3	11	10,514	1.3
	-62%	239%	-8%	-13%	1858%	-12%	4	549	1.0			
資訊及其他科技 Informática e outras tecnologias IT & Other Technology	37	3,134	3.1	27	2,375	3.8	10	759	1.1	42	3,253	2.8
	14%	4%	-10%	41%	22%	-23%	4	352	1.0			
醫療健康 Saúde	21	5,707	2.8	14	4,811	3.5	7	896	1.3	23	9,469	3.1
	10%	66%	13%	50%	93%	-5%	2	170	1.0			
旅遊 Turismo	42	5,209	2.5	36	4,444	2.8	6	765	1.0	24	2,340	1.7
	-43%	-55%	-34%	-47%	-57%	-34%	5	416	1.0			
文化及藝術 Cultura e artes Culture & Arts	10	1,032	1.4	4	275	1.3	6	757	1.5	6	196	1.5
	-40%	-81%	7%	-25%	-70%	34%	3	113	1.3			
司法及法律 Justiça e direito Judiciary & Law	9	819	1.4	2	229	3.0	7	590	1.0	2	54	1.0
	-78%	-93%	-31%	-50%	-92%	-67%	1	35	1.0			
其他 Outros	28	1,865	1.5	6	174	2.0	22	1,691	1.3	9	1,000	1.3
	-68%	-46%	-9%	-83%	-89%	-	8	980	1.3			

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Valor absoluto igual a zero

Revised figures

Absolute value equals zero

6. 按主題劃分受訪展覽主辦機構的收益及支出 (2011年第1季)  
RECEITAS E DESPESAS DAS ENTIDADES ORGANIZADORAS DAS EXPOSIÇÕES/EXIBIÇÕES INQUIRIDOS POR O TEMA - 1º TRIMESTRE DE 2011  
REVENUE AND EXPENDITURE OF THE INTERVIEWED EXHIBITION ORGANISERS BY SUBJECT OF EVENT - 1<sup>ST</sup> QUARTER OF 2011

主題 Tema Subject of Event	展覽主辦機構數目 Nº de organizadores de exposições No. of Exhibition Organisers	總收益 Receitas totais			總支出 Despesas totais			總支出 Total Expenditure													
		總數 Total Total	參展攤位租金 Renda da cabine destimada à exposição/exibição Rental of Exhibit Booth	政府或其他機構資助 Subsídio concedido pelo governo ou por outras instituições Financial Support from Government and Other Organizations	其他 Outras Others	總數 Total Total	場地租金 Renda das instalações Rental for Venue	宣傳公關 Publicidade, promoção e relações públicas Advertising, Promotion & Public Relations	住宿 Alojamento Accommodation	飲食 Alimentação Food & Beverage	其他 Outras Others										
			澳門元 MOP			澳門元 MOP			澳門元 MOP												
<b>展覽主辦機構</b> <i>Entidades organizadoras de exposições/exibições</i> <b>Exhibition Organiser</b>																					
	8	2 100 142	1 273 974	826 168	-	3 200 077	636 853	603 164	357 027	366 033	1 237 000										
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	5	1 762 192	936 024	826 168	-	2 993 613	617 253	495 260	288 067	356 033	1 237 000										
教育及培訓 Educação e formação Education & Training	3	337 950	337 950	-	-	206 464	19 600	107 904	68 960	10 000	-										

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Valor absoluto igual a zero  
Absolute value equals zero

7. 按主題劃分受訪展覽參展商的收益及支出 (2011年第1季)  
RECEITAS E DESPESAS DOS EXPOSITORES INQUIRIDOS POR O TEMA - 1º TRIMESTRE DE 2011  
REVENUE AND EXPENDITURE OF THE INTERVIEWED EXHIBITORS BY SUBJECT OF EVENT - 1<sup>ST</sup> QUARTER OF 2011

主題 Tema Subject of Event	參展商數目 Nº de expositores No. of Exhibitors	總收益 Receitas totais			總支出 Despesas totais			澳門元 MOP	
		總數 Total	直接銷售商品 Vendas directas de produtos Direct Sales of Products	政府或其他機構資助 Subsídio concedido pelo governo ou por outras instituições Financial Support from Government and Other Organizations	其他 Outras Others	總數 Total	攤位租金 Renda da cabine destinada à exposição/exibição Rental for Exhibit Booth		場地佈置搭建 Custo da montagem e decoração Booth Construction and Decoration
<b>參展商 Expositores Exhibitor</b>	<b>51</b>	<b>3 136 320</b>	<b>2 738 607</b>	<b>104 013</b>	<b>293 700</b>	<b>1 141 261</b>	<b>840 330</b>	<b>117 278</b>	<b>183 653</b>
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	34	2 833 840	2 729 827	104 013	-	960 149	749 477	95 404	115 268
教育及培訓 Educação e formação Education & Training	17	302 480	8 780	-	293 700	181 112	90 853	21 874	68 385

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