

MICE STATISTICS

2nd QUARTER/2011

No. 2

In the second quarter of 2011, a total of 258 MICE (Meetings, Incentives, Conventions & Exhibitions) events were held in various venues, down by 29% year-on-year; total number of participants and attendees decreased by 9% to 119,284; the average duration of the events decreased from 2.3 days in the same quarter of 2010 to 2.1 days.

1. Principal Data by Type of Events

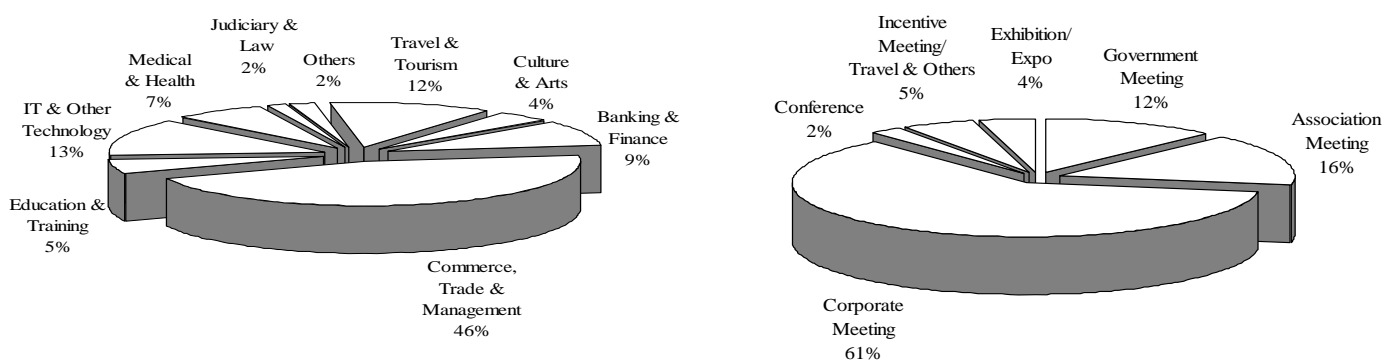
| Type of Events | No. of Events | | No. of Participants | | Average Duration (day) | |
|-----------------------------------|----------------------|------------|----------------------|----------------|------------------------|------------|
| | Q2/2010 [†] | Q2/2011 | Q2/2010 [†] | Q2/2011 | Q2/2010 [†] | Q2/2011 |
| Total | 365 | 258 | 131 123 | 119 284 | 2.3 | 2.1 |
| Meeting | 352 | 248 | 35 096 | 28 530 | 2.1 | 2.0 |
| Government Meeting | 54 | 31 | 6 114 | 3 398 | 1.1 | 1.2 |
| Association Meeting | 96 | 41 | 6 741 | 2 912 | 1.1 | 1.2 |
| Corporate Meeting | 135 | 157 | 11 432 | 9 943 | 2.6 | 2.2 |
| Conference | 24 | 6 | 4 880 | 10 210 | 3.8 | 3.3 |
| Incentive Meeting/Travel & Others | 43 | 13 | 5 929 | 2 067 | 3.0 | 2.8 |
| Exhibition/Expo | 13 | 10 | 96 027 | 90 754 | 6.0 | 4.2 |

[†] Revised figures

There were 10 exhibitions held in the second quarter of 2011, down by 3 year-on-year; the average duration decreased from 6.0 days to 4.2 days; number of attendees declined by 5% to 90,754. Meanwhile, 248 meetings & conferences were held, bringing together 28,530 participants, down by 30% and 19% respectively; the average duration decreased from 2.1 days to 2.0 days.

As regards subject of MICE events, the majority focused on Commerce, Trade & Management (118), IT & Other Technology (34) and Travel & Tourism (31). Analyzed by type, most of the events were Corporate Meetings (157) and Association Meetings (41).

Chart 1. MICE Events by Subject and Type



There were 202 MICE events held in hotels, with 8 exhibitions; average duration of the events decreased by 0.7 days year-on-year to 2.3 days; number of participants and attendees totalled 52,393, with 57% being exhibition attendees.

A total of 56 MICE events, including 2 exhibitions, were held in convention & exhibition centres and other venues, bringing in 66,891 participants and attendees, with 91% being exhibition attendees. Average duration increased by 0.2 days year-on-year to 1.3 days.

2. Cumulative Data by Type of Events

| Type | No. of Events | | No. of Participants | | Average Duration (day) | |
|-----------------------------------|-------------------------|------------|-------------------------|----------------|-------------------------|------------|
| | Q1-Q2/2010 [†] | Q1-Q2/2011 | Q1-Q2/2010 [†] | Q1-Q2/2011 | Q1-Q2/2010 [†] | Q1-Q2/2011 |
| Total | 696 | 535 | 220 861 | 247 663 | 2.4 | 2.1 |
| Meeting | 674 | 515 | 68 949 | 57 755 | 2.3 | 2.1 |
| Government Meeting | 79 | 60 | 7 977 | 5 627 | 1.2 | 1.2 |
| Association Meeting | 174 | 69 | 13 844 | 4 993 | 1.3 | 1.2 |
| Corporate Meeting | 291 | 339 | 26 185 | 27 730 | 2.8 | 2.3 |
| Conference | 49 | 13 | 10 225 | 12 270 | 4.1 | 2.7 |
| Incentive Meeting/Travel & Others | 81 | 34 | 10 718 | 7 135 | 2.8 | 2.9 |
| Exhibition/Expo | 22 | 20 | 151 912 | 189 908 | 5.1 | 3.4 |

[†] Revised figures

In the second quarter of 2011, data were collected from 8 exhibition organizers (80% of total), as well as 62 exhibitors selected by systematic sampling.

The majority (88%) of the exhibition organizers were local enterprises; total revenue of the organizers amounted to MOP 20,558,776, with rental receipts of exhibition booth accounting for 94% of the total. Total expenditure of the organizers was MOP 16,611,857, of which 32% were spent on advertising, promotion & public relations, and 24% on venue rentals. Moreover, value of contracts signed in the exhibitions totalled MOP 21,500,000 in the second quarter of 2011.

In respect to the interviewed exhibitors, 39% came from Mainland China and 26% were local exhibitors. Total revenue of the exhibitors amounted to MOP 3,131,187 that the majority (99%) were generated from sales of products. Total expenditure amounted to MOP 1,510,933, with rentals paid for the exhibition booth accounting for 50% of the total.

3. Total Revenue and Expenditure of Exhibition Organizers

| | MOP | | |
|---|-------------------------------|-------------------|-------------------|
| | Q1/2011 | Q2/2011 | Q1-Q2/2011 |
| Total Revenue | 2 473 342 ^r | 20 558 776 | 23 032 118 |
| Rental of Exhibit Booth | 1 273 974 | 19 325 976 | 20 599 950 |
| Financial Support from Government & Other Organizations | 1 199 368 ^r | 350 000 | 1 549 368 |
| Others | - | 882 800 | 882 800 |
| Total Expenditure | 3 200 077 | 16 611 857 | 19 811 934 |
| Rental for Venue | 636 853 | 4 048 082 | 4 684 935 |
| Advertising, Promotion & Public Relations | 603 164 | 5 347 411 | 5 950 575 |
| Accommodation | 357 027 | 3 914 597 | 4 271 624 |
| Food & Beverage | 366 033 | 2 896 767 | 3 262 800 |
| Others | 1 237 000 | 405 000 | 1 642 000 |

^r Revised figures

- Absolute value equals zero

4. Total Revenue and Expenditure of Exhibitors

| | MOP | | |
|---|------------------|------------------|------------------|
| | Q1/2011 | Q2/2011 | Q1-Q2/2011 |
| Total Revenue | 3 136 320 | 3 131 187 | 6 267 507 |
| Direct Sales of Products | 2 738 607 | 3 090 296 | 5 828 903 |
| Financial Support from Government & Other Organizations | 104 013 | 40 891 | 144 904 |
| Others | 293 700 | - | 293 700 |
| Total Expenditure | 1 141 261 | 1 510 933 | 2 652 194 |
| Rental for Exhibit Booth | 840 330 | 761 246 | 1 601 576 |
| Booth Construction and Decoration | 117 278 | 497 949 | 615 227 |
| Others | 183 653 | 251 738 | 435 391 |

- Absolute value equals zero

There were 535 MICE events held in the first half year of 2011, a decrease of 161 year-on-year; the average duration reduced by 0.3 days to 2.1 days. Total number of participants and attendees reached 247,663, up by 12% to. A total of 515 meetings & conferences attracted 57,755 participants when the 20 exhibitions had 189,908 attendees; average duration of meetings & conferences stood at 2.1 days and the average duration of the exhibitions was 3.4 days.

In the first half year of 2011, total revenue and expenditure of the exhibition organizers amounted to MOP 23,032,118 and MOP 19,811,934 respectively. For the interviewed exhibitors, total revenue and expenditure amounted to MOP 6,267,507 and MOP 2,652,194 respectively.

Coverage and Data Collection

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

The persons-in-charge of the venues can return the completed questionnaire to a visiting enumerator; besides, they can choose to download the questionnaire from “Survey Corner” of the Statistics and Census Services (DSEC) website and upload the respective form upon completion.

Basis on the exhibition calendar provided by hotels and exhibition centres, DSEC contacts the respective organizers to distribute and collect the questionnaires; moreover, enumerators of DSEC will go to the show floor and collect information from exhibitors selected by systematic sampling.

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; and 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”, World Tourism Organization (UNWTO)

5. 按類型劃分的會展活動主要統計 (2011年第2季)
 ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES POR O TIPO - 2º TRIMESTRE DE 2011
 PRINCIPAL STATISTICS ON MICE EVENTS BY TYPE - 2ND QUARTER OF 2011

| 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) | |
| 總數 Total | 2010 r | 131 123 | 2.25 | 215 | 60 386 | 3.04 | 150 | 70 737 | 1.13 | |
| | 2011 | 119 284 | 2.09 | 202 | 52 393 | 2.32 | 56 | 66 891 | 1.25 | |
| | | -29% | -7% | -6% | -13% | -24% | -63% | -5% | 11% | |
| 會議 | 2010 r | 352 | 2.12 | 206 | 21 885 | 2.88 | 146 | 13 211 | 1.03 | |
| Reunião | 2011 | 248 | 2.00 | 194 | 22 691 | 2.26 | 54 | 5 839 | 1.06 | |
| Meeting | | -30% | -6% | -6% | 4% | -22% | -63% | -56% | 3% | |
| 政府會議 | 2010 r | 54 | 1.11 | 7 | 352 | 1.57 | 47 | 5 762 | 1.04 | |
| Reunião do Governo | 2011 | 31 | 1.19 | 8 | 590 | 1.75 | 23 | 2 808 | 1.00 | |
| Government Meeting | | -43% | 7% | 14% | 68% | 11% | -51% | -51% | -4% | |
| 協會或組織會議 | 2010 r | 96 | 1.14 | 22 | 1 820 | 1.50 | 74 | 4 921 | 1.03 | |
| Reunião da associação/organização | 2011 | 41 | 1.24 | 21 | 1 072 | 1.38 | 20 | 1 840 | 1.10 | |
| Association Meeting | | -57% | 9% | -5% | -41% | -8% | -73% | -63% | 7% | |
| 公司會議 | 2010 r | 135 | 2.63 | 119 | 9 662 | 2.85 | 16 | 1 770 | 1.00 | |
| Reunião da sociedade | 2011 | 157 | 2.24 | 147 | 9 304 | 2.33 | 10 | 639 | 1.00 | |
| Corporate Meeting | | 16% | -15% | 24% | -4% | -18% | -38% | -64% | - | |
| 大型會議 | 2010 r | 24 | 4 880 | 16 | 4 252 | 5.13 | 8 | 628 | 1.13 | |
| Conferência | 2011 | 6 | 10 210 | 5 | 9 658 | 3.60 | 1 | 552 | 2.00 | |
| Conference | | -75% | -12% | -69% | 127% | -30% | -88% | -12% | 77% | |
| 獎勵會議/旅遊及其他 | 2010 r | 43 | 5 929 | 42 | 5 799 | 3.07 | 1 | 130 | 1.00 | |
| Reunião incentivo-viagem e outras | 2011 | 13 | 2 067 | 13 | 2 067 | 2.77 | - | - | - | |
| Incentive Meeting/Travel & Others | | -70% | -65% | -69% | -64% | -10% | -100% | -100% | -100% | |
| 展覽/博覽會 | 2010 r | 13 | 96 027 | 9 | 38 501 | 6.56 | 4 | 57 526 | 4.75 | |
| Exposição/exibição | 2011 | 10 | 90 754 | 8 | 29 702 | 3.63 | 2 | 61 052 | 6.50 | |
| Exhibition/Expo | | -23% | -5% | -11% | -23% | -45% | -50% | 6% | 37% | |

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 Revised figures
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6. 按主題劃分的會展活動主要統計 (2011年第2季)
 ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES POR O TEMA - 2º TRIMESTRE DE 2011
 PRINCIPAL STATISTICS ON MICE EVENTS BY SUBJECT - 2ND 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) | |
| 總數 Total | 365 | 131 123 | 2.25 | 215 | 60 386 | 3.04 | 150 | 70 737 | 1.13 | |
| | 2010^r | 2011 | 變動 / Variação / Change | 202 | 52 393 | 2.32 | 56 | 66 891 | 1.25 | |
| | | | | -9% | -13% | -24% | -63% | -5% | 11% | |
| 銀行及金融 | 30 | 3 548 | 3.13 | 28 | 3 183 | 3.29 | 2 | 365 | 1.00 | |
| Actividades bancária e financeira | 23 | 2 269 | 2.35 | 23 | 2 269 | 2.35 | - | - | - | |
| Banking & Finance | -23% | -36% | -25% | -18% | -29% | -29% | -100% | -100% | -100% | |
| 商業、貿易及管理 | 119 | 70 475 | 2.46 | 79 | 17 387 | 3.13 | 40 | 53 088 | 1.15 | |
| Comércio e gestão | 118 | 39 806 | 2.17 | 96 | 37 637 | 2.44 | 22 | 2 169 | 1.00 | |
| Commerce, Trade & Management | -1% | -44% | -12% | 22% | 116% | -22% | -45% | -96% | -13% | |
| 教育及培訓 | 37 | 2 919 | 1.11 | 10 | 414 | 1.30 | 27 | 2 505 | 1.04 | |
| Educação e formação | 14 | 565 | 1.43 | 8 | 296 | 1.75 | 6 | 269 | 1.00 | |
| Education & Training | -62% | -81% | 29% | -20% | -29% | 35% | -78% | -89% | -4% | |
| 資訊及其他科技 | 51 | 7 032 | 3.20 | 40 | 6 328 | 3.80 | 11 | 704 | 1.00 | |
| Informática e outras tecnologias | 34 | 33 986 | 2.26 | 28 | 2 346 | 2.46 | 6 | 31 640 | 1.33 | |
| IT & Other Technology | -33% | 383% | -29% | -30% | -63% | -35% | -45% | 4 394% | 33% | |
| 醫療健康 | 21 | 2 787 | 1.38 | 10 | 2 168 | 1.80 | 11 | 619 | 1.00 | |
| Saúde | 18 | 1 973 | 1.94 | 12 | 873 | 2.33 | 6 | 1 100 | 1.17 | |
| Medical & Health | -14% | -29% | 41% | 20% | -60% | 29% | -45% | 78% | 17% | |
| 旅遊 | 30 | 2 447 | 2.03 | 24 | 2 129 | 2.29 | 6 | 318 | 1.00 | |
| Turismo | 31 | 3 103 | 1.90 | 27 | 2 349 | 2.04 | 4 | 754 | 1.00 | |
| Travel & Tourism | 3% | 27% | -6% | 13% | 10% | -11% | -33% | 137% | - | |
| 文化及藝術 | 18 | 27 454 | 2.72 | 9 | 19 438 | 3.11 | 9 | 8 016 | 2.33 | |
| Cultura e artes | 11 | 30 595 | 2.18 | 7 | 483 | 1.57 | 4 | 30 112 | 3.25 | |
| Culture & Arts | -39% | 11% | -20% | -22% | -98% | -50% | -56% | 276% | 39% | |
| 司法及法律 | 19 | 3 385 | 1.42 | 4 | 380 | 3.00 | 15 | 3 005 | 1.00 | |
| Justiça e direito | 4 | 625 | 1.00 | - | - | - | 4 | 625 | 1.00 | |
| Judiciary & Law | -79% | -82% | -30% | -100% | -100% | -100% | -73% | -79% | - | |
| 其他 | 40 | 11 076 | 1.65 | 11 | 8 959 | 3.27 | 29 | 2 117 | 1.03 | |
| Outros | 5 | 6 362 | 1.80 | 1 | 6 140 | 3.00 | 4 | 222 | 1.50 | |
| Others | -88% | -43% | 9% | -91% | -31% | -8% | -86% | -90% | 46% | |

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7. 按類型劃分的會展活動主要統計 (2011 年上半年)
 ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES POR O TIPO - 1º SEMESTRE DE 2011
 PRINCIPAL STATISTICS ON MICE EVENTS BY TYPE - 1ST HALF YEAR OF 2011

| 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) | |
| 總數 Total | 696 | 220 861 | 2.38 | | 441 | 134 383 | 3.09 | | 255 | 86 478 | 1.16 | |
| | 2010^r | | | | | | | | | | | |
| | 2011 | | | | | | | | | | | |
| | | 變動 / Variação / Change | | | | | | | | | | |
| 會議 | 674 | 68 949 | 2.29 | | 425 | 45 197 | 2.99 | | 249 | 23 752 | 1.10 | |
| Reunião | 515 | 57 755 | 2.07 | | 410 | 47 822 | 2.33 | | 105 | 9 933 | 1.07 | |
| Meeting | -24% | -16% | -10% | | -4% | 6% | -22% | | -58% | -58% | -3% | |
| 政府會議 | 79 | 7 977 | 1.20 | | 11 | 656 | 2.09 | | 68 | 7 321 | 1.06 | |
| Reunião do Governo | 60 | 5 627 | 1.22 | | 14 | 990 | 1.93 | | 46 | 4 637 | 1.00 | |
| Government Meeting | -24% | -29% | 2% | | 27% | 51% | -8% | | -32% | -37% | -6% | |
| 協會或組織會議 | 174 | 13 844 | 1.27 | | 35 | 3 164 | 2.00 | | 139 | 10 680 | 1.09 | |
| Reunião da associação/organização | 69 | 4 993 | 1.19 | | 31 | 1 998 | 1.29 | | 38 | 2 995 | 1.11 | |
| Association Meeting | -60% | -64% | -6% | | -11% | -37% | -36% | | -73% | -72% | 2% | |
| 公司會議 | 291 | 26 185 | 2.76 | | 268 | 23 105 | 2.90 | | 23 | 3 080 | 1.04 | |
| Reunião da sociedade | 339 | 27 730 | 2.30 | | 322 | 26 524 | 2.37 | | 17 | 1 206 | 1.06 | |
| Corporate Meeting | 16% | 6% | -17% | | 20% | 15% | -18% | | -26% | -61% | 2% | |
| 大型會議 | 49 | 10 225 | 4.12 | | 31 | 7 684 | 5.68 | | 18 | 2 541 | 1.44 | |
| Conferência | 13 | 12 270 | 2.69 | | 10 | 11 375 | 3.00 | | 3 | 895 | 1.67 | |
| Conference | -73% | 20% | -35% | | -68% | 48% | -47% | | -83% | -65% | 16% | |
| 獎勵會議旅遊及其他 | 81 | 10 718 | 2.79 | | 80 | 10 588 | 2.81 | | 1 | 130 | 1.00 | |
| Reunião incentivo-viagem e outras | 34 | 7 135 | 2.85 | | 33 | 6 935 | 2.91 | | 1 | 200 | 1.00 | |
| Incentive Meeting/Travel & Others | -58% | -33% | 2% | | -59% | -35% | 4% | | - | 54% | - | |
| 展覽/博覽會 | 22 | 151 912 | 5.14 | | 16 | 89 186 | 5.63 | | 6 | 62 726 | 3.83 | |
| Exposição/exibição | 20 | 189 908 | 3.40 | | 16 | 127 656 | 3.13 | | 4 | 62 252 | 4.25 | |
| Exhibition/Expo | -9% | 25% | -34% | | - | 43% | -44% | | -33% | -1% | 11% | |

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Revised figures

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8. 按主題劃分的會展活動主要統計 (2011年上半年)
ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES SEGUNDO O TEMA - 1.º SEMESTRE DE 2011
PRINCIPAL STATISTICS ON MICE EVENTS BY SUBJECT- 1ST HALF YEAR OF 2011

| 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 | 696 | 220 861 | 2.38 | 441 | 134 383 | 3.09 | 255 | 86 478 | 1.16 | |
| | 535 | 247 663 | 2.12 | 426 | 175 478 | 2.36 | 109 | 72 185 | 1.18 | |
| | -23% | 12% | -11% | -3% | 31% | -24% | -57% | -17% | 2% | |
| 銀行及金融 | 66 | 7 359 | 3.17 | 61 | 5 964 | 3.34 | 5 | 1 395 | 1.00 | |
| Actividades bancária e financeira | 53 | 6 744 | 2.15 | 51 | 6 086 | 2.20 | 2 | 658 | 1.00 | |
| Banking & Finance | -20% | -8% | -32% | -16% | 2% | -34% | -60% | -53% | - | |
| 商業、貿易及管理 | 238 | 135 536 | 2.64 | 175 | 75 786 | 3.18 | 63 | 59 750 | 1.14 | |
| Comércio e gestão | 243 | 135 862 | 2.10 | 197 | 131 672 | 2.34 | 46 | 4 190 | 1.07 | |
| Commerce, Trade & Management | 2% | 0 [#] | -20% | 13% | 74% | -26% | -27% | -93% | -6% | |
| 教育及培訓 | 66 | 6 019 | 1.23 | 18 | 923 | 1.44 | 48 | 5 096 | 1.15 | |
| Educação e formação | 26 | 11 120 | 1.35 | 16 | 10 302 | 1.56 | 10 | 818 | 1.00 | |
| Education & Training | -61% | 85% | 10% | -11% | 1016% | 8% | -79% | -84% | -13% | |
| 資訊及其他科技 | 88 | 10 166 | 3.15 | 67 | 8 703 | 3.81 | 21 | 1 463 | 1.05 | |
| Informática e outras tecnologias | 76 | 37 239 | 2.54 | 66 | 5 247 | 2.74 | 10 | 31 992 | 1.20 | |
| IT & Other Technology | -14% | 266% | -19% | -1% | -40% | -28% | -52% | 2087% | 14% | |
| 醫療健康 | 42 | 8 494 | 2.07 | 24 | 6 979 | 2.79 | 18 | 1 515 | 1.11 | |
| Saúde | 43 | 12 227 | 2.77 | 35 | 10 957 | 3.14 | 8 | 1 270 | 1.13 | |
| Medical & Health | 2% | 44% | 34% | 46% | 57% | 13% | -56% | -16% | 2% | |
| 旅遊 | 72 | 7 656 | 2.32 | 60 | 6 573 | 2.58 | 12 | 1 083 | 1.00 | |
| Turismo | 57 | 5 639 | 1.84 | 48 | 4 469 | 2.00 | 9 | 1 170 | 1.00 | |
| Travel & Tourism | -21% | -26% | -21% | -20% | -32% | -22% | -25% | 8% | - | |
| 文化及藝術 | 28 | 28 486 | 2.25 | 13 | 19 713 | 2.54 | 15 | 8 773 | 2.00 | |
| Cultura e artes | 17 | 30 791 | 1.94 | 10 | 566 | 1.60 | 7 | 30 225 | 2.43 | |
| Culture & Arts | -39% | 8% | -14% | -23% | -97% | -37% | -53% | 245% | 22% | |
| 司法及法律 | 28 | 4 204 | 1.43 | 6 | 609 | 3.00 | 22 | 3 595 | 1.00 | |
| Justiça e direito | 6 | 679 | 1.00 | 1 | 19 | 1.00 | 5 | 660 | 1.00 | |
| Judiciary & Law | -79% | -84% | -30% | -83% | -97% | -67% | -77% | -82% | - | |
| 其他 | 68 | 12 941 | 1.57 | 17 | 9 133 | 2.82 | 51 | 3 808 | 1.16 | |
| Outros | 14 | 7 362 | 1.50 | 2 | 6 160 | 2.50 | 12 | 1 202 | 1.33 | |
| Others | -79% | -43% | -4% | -88% | -33% | -11% | -76% | -68% | 15% | |

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

- 絕對數值為零

Valor absoluto igual a zero
Absolute value equals zero

r 修訂數字

Dado revisito
Revised figures

9. 按主題劃分受訪展覽主辦機構的收益及支出 (2011年第2季)
 RECEITAS E DESPESAS DAS ENTIDADES ORGANIZADORAS DAS EXPOSIÇÕES/EXIBIÇÕES INQUIRIDAS POR TEMA - 2º TRIMESTRE DE 2011
 REVENUE AND EXPENDITURE OF THE INTERVIEWED EXHIBITION ORGANISERS BY SUBJECT OF EVENT - 2ND 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 | | | | 澳門元 MOP | |
|---|---|------------------------|---|--|--------------|------------------------|--|--|-----------------------------------|------------|--------------------------------------|
| | | 總數 Total | 參展攤位租金 Renda da cabine 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 | 總數 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 |
| 商業、貿易、管理及其他 Comércio, gestão e outros Commerce, Trade, Management & Others | 8 | 20 558 776 | 19 325 976 | 350 000 | 882 800 | 16 611 857 | 4 048 082 | 5 347 411 | 3 914 597 | 2 896 767 | 405 000 |

10. 按主題劃分受訪展覽參展商收益及支出 (2011年第2季)
 RECEITAS E DESPESAS DOS EXPOSITORES INQUIRIDOS POR TEMA - 2º TRIMESTRE DE 2011
 REVENUE AND EXPENDITURE OF THE INTERVIEWED EXHIBITORS BY SUBJECT OF EVENT - 2ND 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 | 直接銷售產品 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 | 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 decoreção Booth Construction and Decoration |
| 商業、貿易及管理 Comércio e gestão Commerce, Trade & Management | 62 | 3 131 187 | 3 090 296 | 40 891 | - | 1 510 933 | 761 246 | 497 949 | 251 738 |
| 新晉及培訓 Educação e formação Education & Training | 18 | 2 643 100 | 2 643 100 | - | - | 1 029 891 | 554 521 | 370 342 | 105 028 |
| 資訊及其他科技 Informática e outras tecnologias IT & Other Technology | 5 | - | - | - | - | - | - | - | - |
| 文化及藝術 Cultura e artes Culture & Arts | 9 | 125 696 | 87 805 | 37 891 | - | 279 877 | 133 409 | 103 852 | 42 616 |
| 環保 Protecção ambiental Environmental Protection | 5 | 103 891 | 103 891 | - | - | 10 400 | 7 800 | 300 | 2 300 |
| 25 | 258 500 | 255 500 | 255 500 | 3 000 | - | 190 765 | 65 516 | 23 455 | 101 794 |

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

11. 按主題劃分受訪展覽主辦機構的收益及支出 (2011年上半年)

RECEITAS E DESPESAS DAS ENTIDADES ORGANIZADORAS DAS EXPOSIÇÕES/EXIBIÇÕES INQUIRIDAS POR TEMA - 1º SEMESTRE DE 2011
REVENUE AND EXPENDITURE OF THE INTERVIEWED EXHIBITION ORGANISERS BY SUBJECT OF EVENT - 1ST HALF YEAR 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 Total Revenue | | | 總支出 Total Expenditure | | | | | | |
|--|---|----------------------|--|--|--------------------------|----------------------|--|--|-----------------------------------|--------------------------------------|------------------------|
| | | 總數 Total Total | 參展攤位租金 Renda da cabine destinada 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 |
| 商業、貿易、管理及其他 Comércio, gestão e Outros Commerce, Trade, Management & Others | 16 | 23 032 118 | 20 599 950 | 1 549 368 | 882 800 | 19 811 934 | 4 684 935 | 5 950 575 | 4 271 624 | 3 262 800 | 1 642 000 |

澳門元 MOP

12. 按主題劃分受訪展覽參展商收益及支出 (2011年上半年)

RECEITAS E DESPESAS DOS EXPOSITORES INQUIRIDOS POR O TEMA - 1º SEMESTRE DE 2011
REVENUE AND EXPENDITURE OF THE INTERVIEWED EXHIBITORS BY SUBJECT OF EVENT - 1ST HALF YEAR OF 2011

| 主題 Tema Subject of Event | 參展商數目 Nº de expositores No. of Exhibitors | 總收益 Total Revenue | | | 總支出 Total Expenditure | | | | |
|--|---|----------------------|--|--|--------------------------|----------------------|---|--|------------------------|
| | | 總數 Total 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 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 | 其他 Outras Others |
| 商業、貿易及管理 Comércio e gestão Commerce, Trade & Management | 113 | 6 267 507 | 5 828 903 | 144 904 | 293 700 | 2 652 194 | 1 601 576 | 615 227 | 435 391 |
| 教育及培訓 Educação e formação Education & Training | 52 | 5 476 940 | 5 372 927 | 104 013 | - | 1 990 040 | 1 303 998 | 465 746 | 220 296 |
| 資訊及其他科技 Informática e outras tecnologias IT & Other Technology | 22 | 302 480 | 8 780 | - | 293 700 | 181 112 | 90 853 | 21 874 | 68 385 |
| 文化及藝術 Cultura e artes Culture & Arts | 9 | 125 696 | 87 805 | 37 891 | - | 279 877 | 133 409 | 103 852 | 42 616 |
| 環保 Proteção ambiental Environmental Protection | 5 | 103 891 | 103 891 | - | - | 10 400 | 7 800 | 300 | 2 300 |
| | 25 | 258 500 | 255 500 | 3 000 | - | 190 765 | 65 516 | 23 455 | 101 794 |

澳門元 MOP

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