

MICE STATISTICS

3RD QUARTER/2011

No. 3

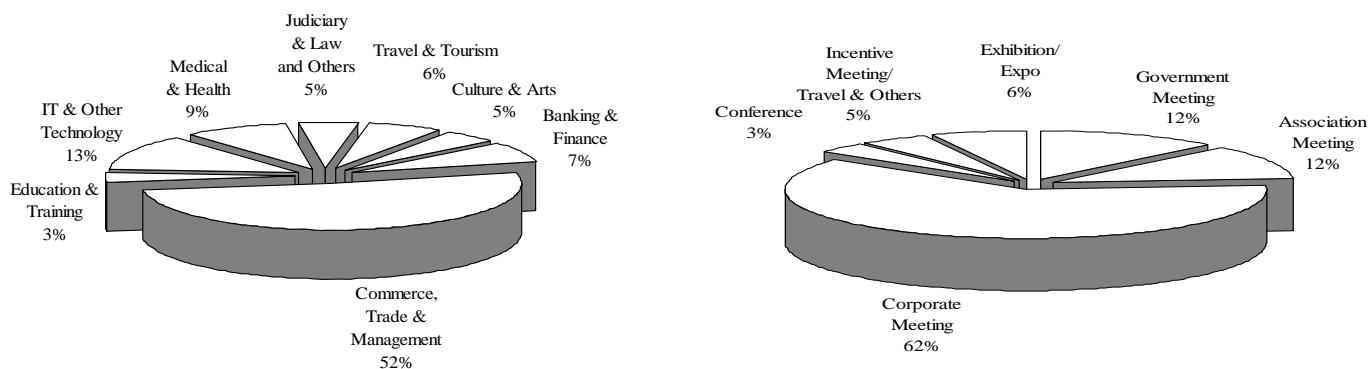
In the third quarter of 2011, a total of 236 MICE events were held in the third quarter of 2011; average duration of the events stood at 2.1 days; number of participants and attendees totalled 507,661. In comparison with the same quarter of 2010, number and average duration of MICE events decreased by 87 and 0.2 day respectively; on the contrary, total number of participants and attendees soared by 39%.

1 - Principal Data by Type of Event

Type of Event	No. of Events		No. of Participants		Average Duration (day)	
	Q3/2010	Q3/2011	Q3/2010	Q3/2011	Q3/2010	Q3/2011
Total	323	236	365 111	507 661	2.3	2.1
Meeting	305	221	43 147	23 727	2.2	2.0
Government Meeting	52	29	4 249	2 436	1.5	1.4
Association Meeting	66	27	8 278	2 168	1.6	1.3
Corporate Meeting	136	146	9 323	11 421	2.5	2.1
Conference	18	8	11 352	2 725	2.8	2.9
Incentive Meeting/Travel & Others	33	11	9 945	4 977	3.1	3.0
Exhibition/Expo	18	15	321 964	483 934	4.0	3.3

There were 15 exhibitions held in the third quarter of 2011, a decrease of 3 year-on-year, attracting 483,934 attendees, with an average duration of 3.3 days; at the same time, a total of 221 meetings and conferences were held in this quarter, with an average duration of 2.0 days and 23,727 participants. Analyzed by subject of events, 122 MICE events focused on Commerce, Trade & Management, accounting for 52% of the total; besides, MICE events on IT & Other Technology stood at 30.

Chart 1 - MICE Events by Subject and Type



There were 182 MICE events held in hotels in the third quarter of 2011, of which 8 were exhibitions; average duration of the events stood at 2.2 days; number of participants and attendees totalled 226,870, with 92% being exhibition attendees.

A total of 54 MICE events were held in convention & exhibition centres and other venues, including 7 exhibitions. Number of participants and attendees totalled 280,791, with 98% being exhibition attendees; average duration of the events was 1.8 days.

2 - Cumulative Data by Type of Event

Type of Event	No. of Events		No. of Participants		Average Duration (day)	
	Q1-Q3/2010	Q1-Q3/2011	Q1-Q3/2010	Q1-Q3/2011	Q1-Q3/2010	Q1-Q3/2011
Total	1 019	771	585 972	755 324	2.4	2.1
Meeting	979	736	112 096	81 482	2.3	2.1
Government Meeting	131	89	12 226	8 063	1.3	1.3
Association Meeting	240	96	22 122	7 161	1.4	1.2
Corporate Meeting	427	485	35 508	39 151	2.7	2.2
Conference	67	21	21 577	14 995	3.8	2.8
Incentive Meeting/Travel & Others	114	45	20 663	12 112	2.9	2.9
Exhibition/Expo	40	35	473 876	673 842	4.6	3.3

In the third quarter of 2011, data were collected from 12 exhibition organizers (80% of total) and 9 were local enterprises. As some of the exhibitions were organized or subsidised by the Government, total revenue amounted to MOP 9,474,032, mostly from Rentals of Exhibition Booth (54% of total), as well as Subsidies from Government and Other Organizations (35%). Total expenditure was MOP 24,365,432, with expenses on Advertising, Promotion & Public Relations; and Rentals of Venue accounting for 24% and 18% of the total respectively.

In accordance with the information on 126 exhibitors interviewed, 44% were local exhibitors and 28% were from Hong Kong. Total revenue of the exhibitors amounted to MOP 3,387,116 and the majority (93%) came from Sales of Products. Total expenditure was MOP 2,456,862, with expenses on Booth Rentals taking up 60% of the total expenditure.

3 - Total Revenue and Expenditure of Exhibition Organizers

Item	MOP	
	Q3/2011	Q1-Q3/2011
Total Revenue	9 474 032	32 506 150
Rental of Exhibition Booth	5 111 230	25 711 180
Subsidies from Government and Other Organizations	3 317 364	4 866 732
Others	1 045 438	1 928 238
Total Expenditure	24 365 432	44 177 366
Rental of Venue	4 413 860	9 098 795
Advertising, Promotion & Public Relations	5 846 811	11 797 386
Accommodation	3 413 337	7 684 961
Food & Beverage	943 000	4 205 800
Others (e.g. Production services, construction & decoration, freight, etc.)	9 748 424	11 390 424

Table 4 - Total Revenue and Expenditure of Exhibitors

Item	MOP	
	Q3/2011	Q1-Q3/2011
Total Revenue	3 387 116	9 654 623
Direct Sales of Products	3 141 943	8 970 846
Subsidies from Government and Other Organizations	242 173	387 077
Others	3 000	296 700
Total Expenditure	2 456 862	5 109 056
Rental for Exhibit Booth	1 463 437	3 065 013
Construction & Decoration	366 967	982 194
Others (e.g. advertising, promotion & public relations, freight, etc.)	626 458	1 061 849

MICE events decreased by 248 from a year earlier to 771 in the first three quarters of 2011, while number of participants and attendees reached 755,324, up by 29% year-on-year. The average duration stood at 2.1 days. With fewer events and more attendees, figures on the first three quarters suggest that the MICE sector has optimized to draw more attendees with enhancement of event content.

In the first three quarters of 2011, total revenue and expenditure of the exhibition organizers amounted to MOP 32,506,150 and MOP 44,177,366 respectively. In addition, total revenue and expenditure of interviewed exhibitors amounted to MOP 9,654,623 and MOP 5,109,056 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.

Based 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 whom were selected by systematic sampling.

Definitions and method adopted in MICE Statistics are in accordance with the standard 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”, United Nations World Tourism Organization (UNWTO)

符號

Sinais Convencionais

Symbols

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

- .. 不適用
Não aplicável
Not applicable

- 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

5. 按會展類型劃分的主要統計 (2011年第3季)
 ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES POR TIPO - 3º TRIMESTRE DE 2011
 PRINCIPAL STATISTICS ON MICE EVENTS BY TYPE - 3RD 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)	變動 / Variação / Rate of 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	2010	365 111	2.31		188	224 283	2.84	135	140 828	1.58
	2011	507 661	2.08	變動 / Variação / Rate of Change	182	226 870	2.17	54	280 791	1.78
		39%	-10%		-3%	1%	-24%	-60%	99%	13%
會議	2010	43 147	2.21		177	28 964	2.77	128	14 183	1.44
Reunião	2011	23 727	1.99		174	17 860	2.14	47	5 867	1.45
Meeting		-45%	-10%		-2%	-38%	-23%	-63%	-59%	1%
政府會議	2010	52	1.52		3	305	5.00	49	3 944	1.31
Reunião do Governo	2011	29	1.41		5	308	1.40	24	2 128	1.42
Government Meeting		-44%	-7%		67%	1%	-72%	-51%	-46%	8%
協會或組織會議	2010	66	1.55		11	1 205	1.36	55	7 073	1.58
Reunião da associação/organização	2011	27	1.33		15	667	1.20	12	1 501	1.50
Association Meeting		-59%	-14%		36%	-45%	-12%	-78%	-79%	-5%
公司會議	2010	136	2.51		123	7 680	2.67	13	1 643	1.00
Reunião da sociedade	2011	146	2.10		139	10 833	2.15	7	588	1.14
Corporate Meeting		7%	-16%		13%	41%	-19%	-46%	-64%	14%
大型會議	2010	18	2.83		7	9 829	4.43	11	1 523	1.82
Conferência	2011	8	2.88		4	1 075	3.75	4	1 650	2.00
Conference		-56%	2%		-43%	-89%	-15%	-64%	8%	10%
獎勵會議旅遊及其他	2010	33	3.09		33	9 945	3.09	-	-	-
Reunião incentivo-viagem e outras	2011	11	3.00		11	4 977	3.00	-	-	-
Incentive Meeting/Travel & Others		-67%	-3%		-67%	-50%	-3%
展覽/博覽會	2010	18	4.00		11	195 319	3.91	7	126 645	4.14
Exposição/exibição	2011	15	3.33		8	209 010	2.75	7	274 924	4.00
Exhibition/Expo		-17%	-17%		-27%	7%	-30%	-	117%	-3%

6. 按發展主題劃分的主要統計 (2011 年第 3 季)
ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES POR TEMA - 3º TRIMESTRE DE 2011
PRINCIPAL STATISTICS ON MICE EVENTS BY SUBJECT - 3RD 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)	變動 / 變幅 Rate of 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 / 變幅 Rate of 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 / 變幅 Rate of Change
總數 Total	323	365 111	2.31		188	224 283	2.84		135	140 828	1.58	
	236	507 661	2.08		182	226 870	2.17		54	280 791	1.78	
	-27%	39%	-10%		-3%	1%	-24%		-60%	99%	13%	
銀行及金融 Actividades bancária e financeira Banking & Finance	25	2 175	2.16		23	1 755	2.26		2	420	1.00	
	17	3 871	1.94		15	571	1.93		2	3 300	2.00	
	-32%	78%	-10%		-35%	-67%	-15%		-	686%	100%	
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	126	247 648	2.51		85	132 691	2.98		41	114 957	1.54	
	122	359 030	2.14		101	140 100	2.29		21	218 930	1.43	
	-3%	45%	-15%		19%	6%	-23%		-49%	90%	-7%	
教育及培訓 Educação e formação Education & Training	31	4 515	1.97		10	464	2.20		21	4 051	1.86	
	8	699	1.38		3	70	1.00		5	629	1.60	
	-74%	-85%	-30%		-70%	-85%	-55%		-76%	-84%	-14%	
資訊及其他科技 Informática e outras tecnologias IT & Other Technology	44	74 970	3.18		31	58 990	3.77		13	15 980	1.77	
	30	129 517	1.90		24	74 079	2.04		6	55 438	1.33	
	-32%	73%	-40%		-23%	26%	-46%		-54%	247%	-25%	
醫療健康 Saúde Medical & Health	24	1 640	1.29		19	1 231	1.37		5	409	1.00	
	21	2 331	1.76		16	1 434	1.94		5	897	1.20	
	-13%	42%	36%		-16%	16%	42%		-	119%	20%	
旅遊 Turismo Travel & Tourism	15	24 245	3.47		12	24 157	3.92		3	88	1.67	
	15	2 655	2.47		11	2 279	2.64		4	376	2.00	
	-	-89%	-29%		-8%	-91%	-33%		33%	327%	20%	
文化及藝術 Cultura e artes Culture & Arts	16	6 073	2.06		3	4 774	2.67		13	1 299	1.92	
	11	8 948	2.36		5	7 963	1.80		6	985	2.83	
	-31%	47%	15%		67%	67%	-33%		-54%	-24%	47%	
司法及法律 Justiça e direito Judiciary & Law	14	1 390	2.07		2	95	2.00		12	1 295	2.08	
	5	336	2.20		4	294	2.25		1	42	2.00	
	-64%	-76%	6%		100%	209%	13%		-92%	-97%	-4%	
其他 Outros Others	28	2 455	1.11		3	126	1.67		25	2 329	1.04	
	7	274	2.43		3	80	1.33		4	194	3.25	
	-75%	-89%	119%		-	-37%	-20%		-84%	-92%	213%	

7. 按會展類型劃分的主要統計 (2011年首3季)
 ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES POR TIPO - TRÊS PRIMEIROS TRIMESTRES DE 2011
 PRINCIPAL STATISTICS ON MICE EVENTS BY TYPE - FIRST THREE QUARTERS 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	1 019	585 972	2.36	629	358 666	3.01	390	227 306	1.31	
	771	755 324	2.11	608	402 348	2.30	163	352 976	1.38	
	-24%	29%	-11%	-3%	12%	-24%	-58%	55%	5%	
會議 Reunião	979	112 096	2.27	602	74 161	2.93	377	37 935	1.21	
Meeting	736	81 482	2.05	584	65 682	2.27	152	15 800	1.18	
	-25%	-27%	-10%	-3%	-11%	-23%	-60%	-58%	-2%	
政府會議 Reunião do Governo	131	12 226	1.33	14	961	2.71	117	11 265	1.16	
Government Meeting	89	8 063	1.28	19	1 298	1.79	70	6 765	1.14	
	-32%	-34%	-4%	36%	35%	-34%	-40%	-40%	-2%	
協會或組織會議 Reunião da associação/organização	240	22 122	1.35	46	4 369	1.85	194	17 753	1.23	
Association Meeting	96	7 161	1.23	46	2 665	1.26	50	4 496	1.20	
	-60%	-68%	-9%	-	-39%	-32%	-74%	-75%	-2%	
公司會議 Reunião da sociedade	427	35 508	2.68	391	30 785	2.83	36	4 723	1.03	
Corporate Meeting	485	39 151	2.24	461	37 357	2.30	24	1 794	1.08	
	14%	10%	-16%	18%	21%	-19%	-33%	-62%	5%	
大型會議 Conferência	67	21 577	3.78	38	17 513	5.45	29	4 064	1.59	
Conference	21	14 995	2.76	14	12 450	3.21	7	2 545	1.86	
	-69%	-31%	-27%	-63%	-29%	-41%	-76%	-37%	17%	
獎勵會議旅遊及其他 Reunião incentivo-viagem e outras	114	20 663	2.88	113	20 533	2.89	1	130	1.00	
Incentive Meeting/Travel & Others	45	12 112	2.89	44	11 912	2.93	1	200	1.00	
	-61%	-41%	0[#]	-61%	-42%	1%	-	54%	-	
展覽/博覽會 Exposição/exibição	40	473 876	4.63	27	284 505	4.93	13	189 371	4.00	
Exhibition/Expo	35	673 842	3.34	24	336 666	3.00	11	337 176	4.09	
	-13%	42%	-28%	-11%	18%	-39%	-15%	78%	2%	

8. 按會展主題劃分的主要統計 (2011 年首 3 季)
 ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES POR TEMA - TRÊS PRIMEIROS TRIMESTRES DE 2011
 PRINCIPAL STATISTICS ON MICE EVENTS BY SUBJECT- FIRST THREE QUARTERS 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)	變動/Variação/ Rate of 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/ Rate of 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/ Rate of Change
總數 Total	1 019	585 972	2.36		629	358 666	3.01		390	227 306	1.31	
	771	755 324	2.11		608	402 348	2.30		163	352 976	1.38	
		-24%	-11%		-3%	12%	-24%		-58%	55%	5%	
銀行及金融 Actividades bancária e financeira Banking & Finance	91	9 534	2.89		84	7 719	3.05		7	1 815	1.00	
	70	10 615	2.10		66	6 657	2.14		4	3 958	1.50	
		11%	-27%		-21%	-14%	-30%		-43%	118%	50%	
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	364	383 184	2.59		260	208 477	3.11		104	174 707	1.30	
	365	494 892	2.11		298	271 772	2.32		67	223 120	1.18	
	0%	29%	-19%		15%	30%	-25%		-36%	28%	-9%	
教育及培訓 Educação e formação Education & Training	97	10 534	1.46		28	1 387	1.71		69	9 147	1.36	
	34	11 819	1.35		19	10 372	1.47		15	1 447	1.20	
		12%	-8%		-32%	648%	-14%		-78%	-84%	-12%	
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	
	106	166 756	2.36		90	79 326	2.56		16	87 430	1.25	
	-20%	96%	-25%		-8%	17%	-33%		-53%	401%	-5%	
醫療健康 Saúde Medical & Health	66	10 134	1.79		43	8 210	2.16		23	1 924	1.09	
	64	14 558	2.44		51	12 391	2.77		13	2 167	1.15	
		44%	36%		19%	51%	28%		-43%	13%	6%	
旅遊 Turismo Travel & Tourism	87	31 901	2.52		72	30 730	2.81		15	1 171	1.13	
	72	8 294	1.97		59	6 748	2.12		13	1 546	1.31	
		-17%	-22%		-18%	-78%	-25%		-13%	32%	16%	
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	
	28	39 739	2.11		15	8 529	1.67		13	31 210	2.62	
		15%	-3%		-6%	-65%	-35%		-54%	210%	34%	
司法及法律 Justiça e direito Judiciary & Law	42	5 594	1.64		8	704	2.75		34	4 890	1.38	
	11	1 015	1.55		5	313	2.00		6	702	1.17	
		-82%	-5%		-38%	-56%	-27%		-82%	-86%	-15%	
其他 Outros Others	96	15 396	1.44		20	9 259	2.65		76	6 137	1.12	
	21	7 636	1.81		5	6 240	1.80		16	1 396	1.81	
		-78%	26%		-75%	-33%	-32%		-79%	-77%	62%	

9. 按主題劃分受訪展覽主辦機構的收益及支出 (2011年第3季)

RECEITAS E DESPESAS DAS ENTIDADES ORGANIZADORAS DAS EXPOSIÇÕES/EXIBIÇÕES INQUIRIDAS POR TEMA - 3º TRIMESTRE DE 2011
REVENUE AND EXPENDITURE OF THE INTERVIEWED EXHIBITION ORGANISERS BY SUBJECT OF EVENT - 3RD 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 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	宣傳及公關 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		12	9 474 032	5 111 230	3 317 364	1 045 438	24 365 432	4 413 860	5 846 811	3 413 337	943 000	9 748 424

澳門元 MOP

10. 按主題劃分受訪展覽參展商的收益及支出 (2011年第3季)

RECEITAS E DESPESAS DOS EXPOSITORES INQUIRIDOS POR TEMA - 3º TRIMESTRE DE 2011
REVENUE AND EXPENDITURE OF THE INTERVIEWED EXHIBITORS BY SUBJECT OF EVENT - 3RD QUARTER 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	場地佈置及搭建 Custo da montagem e decoração Construction & Decoration	其他 Outras Others	
參展商 Expositores Exhibitor		126	3 387 116	3 141 943	242 173	3 000	2 456 862	1 463 437	366 967	626 458
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management		92	1 693 465	1 501 792	188 673	3 000	1 790 391	1 086 877	227 657	475 857
資訊及其他科技 Informática e outras tecnologias IT & Other Technology		10	938 842	913 842	25 000	-	272 784	160 760	38 310	73 714
文化及藝術 Cultura e artes Culture & Arts		17	674 659	674 659	-	-	118 087	77 800	8 000	32 287
銀行及金融 Actividades bancária e financeira Banking & finance		7	80 150	51 650	28 500	-	275 600	138 000	93 000	44 600

澳門元 MOP

11. 按主題劃分受訪展覽主辦機構的收益及支出 (2011 年首 3 季)
 REVENUE AND EXPENDITURE OF THE INTERVIEWED EXHIBITION ORGANISERS BY SUBJECT OF EVENT - FIRST THREE QUARTERS 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	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	總數 Total	場地租金 Renda das instalações Rental for Venue	宣傳及公關 Publicidade, promoção e relações públicas Advertising, Promotion & Public Relations	住宿 Alojamento Accommodation	飲食 Alimentação Food & Beverage	其他 ^b Outras Others	
展覽主辦機構 <i>Entidades organizadoras de exposições/exibições</i> Exhibition Organiser		28	32 506 150	25 711 180	4 866 732	1 928 238	44 177 366	9 098 795	11 797 386	7 684 961	4 205 800	11 390 424
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management		20	29 340 577	24 035 042	3 460 097	1 845 438	28 421 829	6 296 503	8 242 509	2 303 540	2 012 906	9 566 371
其他 Outros Others		8	3 165 573	1 676 138	1 406 635	82 800	15 755 537	2 802 292	3 554 877	5 381 421	2 192 894	1 824 053

澳門元 MOP

a 包括“展場製作”、“場地佈置”及“運輸”支出
 Incluem as despesas de “serviços de produção”, “custo de decoração e transporte” e “transporte”
 Including the expenses on “Production Services”, “Construction & Decoration” and “Freight”

12. 按主題劃分受訪展覽參展商的收益及支出 (2011 年首 3 季)
 REVENUE AND EXPENDITURE OF THE INTERVIEWED EXHIBITORS BY SUBJECT OF EVENT - FIRST THREE QUARTERS 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	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	總數 Total	攤位租金 Renda da cabine destinada à exposição/exibição Rental for Exhibit Booth	場地佈置及搭建 Custo da montagem e decoração Construction & Decoration	其他 ^b Outras Others	
參展商 <i>Expositores</i> Exhibitor		239	9 654 623	8 970 846	387 077	296 700	3 065 013	5 109 056	982 194	1 061 849
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management		144	7 170 405	6 874 719	292 686	3 000	2 390 875	3 780 431	693 403	696 153
教育及培訓 Educação e formação Education & Training		22	302 480	8 780	-	293 700	90 853	181 112	21 874	68 385
資訊及其他科技 Informática e outras tecnologias IT & Other Technology		19	1 064 538	1 001 647	62 891	-	294 169	552 661	142 162	116 330
文化及藝術 Cultura e artes Culture & Arts		22	778 550	778 550	-	-	85 600	128 487	8 300	34 587
環保 Proteção ambiental Environmental Protection		25	258 500	255 500	3 000	-	65 516	190 765	23 455	101 794
銀行及金融 Actividades bancária e financeira Banking & Finance		7	80 150	51 650	28 500	-	138 000	275 600	93 000	44 600

澳門元 MOP

b 包括“宣傳及公關”及“運輸”支出
 Incluem as despesas de “publicidade, promoção e relações públicas” e “transporte”
 Including the expenses on “Advertising, Promotion & Public Relations” and “Freight”