

MICE STATISTICS

4TH QUARTER/2011

No. 4

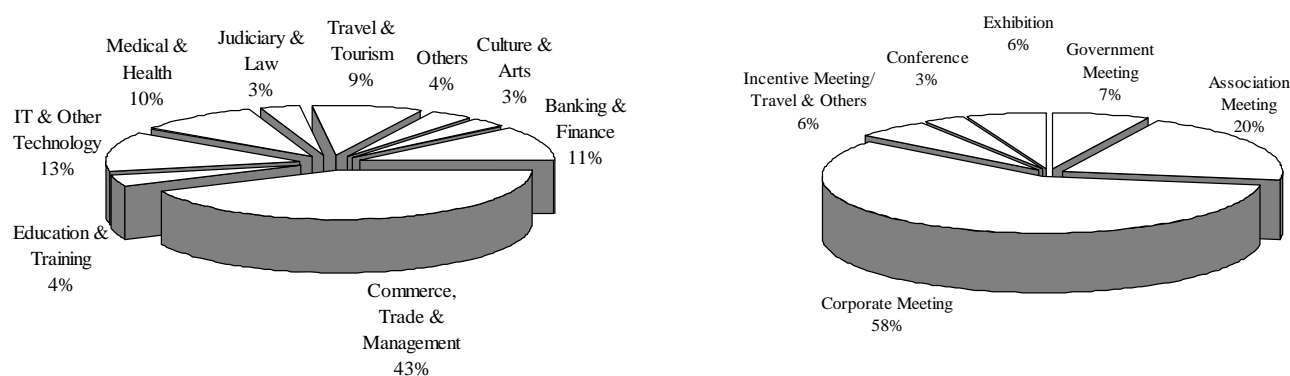
A total of 272 MICE events were held in the fourth quarter of 2011, a decrease of 108 year-on-year; total number of participants and attendees soared by 131% to 508,125, of which 16 exhibitions, with an average duration of 3.9 days, attracted 479,825 attendees (94% of the total). There were 256 meetings and conferences held in the fourth quarter of 2011, bringing in 28,300 participants and the average duration stood at 1.8 days.

Table 1 - Principal Data by Type of Event

Type of Event	No. of Events		No. of Participants		Average Duration (day)	
	Q4/2010	Q4/2011	Q4/2010	Q4/2011	Q4/2010	Q4/2011
Total	380	272	220 163	508 125	2.7	1.9
Meeting	363	256	37 736	28 300	2.7	1.8
Government Meeting	40	20	5 878	1 911	2.1	1.5
Association Meeting	70	55	11 654	6 613	1.8	1.4
Corporate Meeting	190	158	11 193	15 984	3.0	2.0
Conference	22	8	4 478	1 970	2.9	1.6
Incentive Meeting/Travel & Others	41	15	4 533	1 822	3.1	2.5
Exhibition	17	16	182 427	479 825	3.5	3.9

As regards subject of event, 116 MICE events focused on Commerce, Trade & Management, accounting for 43% of the total; analyzed by type, 158 were Corporate Meetings (58% of total).

Chart 1 - MICE Events by Subject and Type



For the whole year of 2011, a total of 1,045 MICE events were held, down by 354 from 2010; total number of participants and attendees surged by 59% to 1,278,054. Even though number of exhibitions registered a year-on-year decrease of 6 events, yet number of attendees reached 1,167,283 (+78%), indicating improvement in the quality of exhibitions held.

Table 2 - Evolution of MICE Events in 2011 by Type

Type of Event	No. of Events		No. of Participants		Average Duration (day)	
	2010	2011	2010	2011	2010	2011
Total	1 399	1 045	806 135	1 278 054	2.5	2.1
Meeting	1 342	994	149 832	110 771	2.4	2.0
Government Meeting	171	109	18 104	9 974	1.5	1.3
Association Meeting	310	151	33 776	13 790	1.5	1.3
Corporate Meeting	617	643	46 701	55 129	2.8	2.2
Conference	89	30	26 055	17 400	3.6	2.4
Incentive Meeting/Travel & Others	155	61	25 196	14 478	2.9	2.8
Exhibition	57	51	656 303	1 167 283	4.3	3.5

In the fourth quarter of 2011, data were collected from 15 exhibition organizers (94% of total). Total revenue of the exhibition organizers amounted to MOP 32.61 million, mostly from Rentals of Exhibition Booth (48% of total). Total expenditure was MOP 110 million, of which expenses on Production, Construction & Decoration Services accounted for 24%.

Table 3 - Total Revenue and Expenditure of Exhibition Organizers

Item	'000 MOP			
	Q4/2011		2011	
	Amount	Structure (%)	Amount	Structure (%)
Total Revenue	32 609	100.0	68 680	100.0
Rental of Exhibition Booth	15 704	48.2	42 616	62.1
Subsidies from Government and Other Organizations	14 301	43.9	21 527	31.3
Others	2 604	8.0	4 537	6.6
Total Expenditure	109 578	100.0	178 528	100.0
Rental of Venue	12 747	11.6	22 655	12.7
Advertising, Promotion & Public Relations	14 989	13.7	30 428	17.0
Accommodation	13 728	12.5	20 876	11.7
Food & Beverage	5 087	4.6	10 075	5.6
Production, Construction & Decoration Services	25 789	23.5	37 997	21.3
Others (e.g. freight, etc.)	37 239	34.0	56 496	31.6

Data on 45 exhibition organizers (88% of total) were collected in 2011. Total revenue of the exhibition organizers amounted to MOP 68.68 million, with Rentals of Exhibition Booth accounting for 62%. Total expenditure was MOP 179 million, mainly on Production, Construction & Decoration Services (21%) and Advertising, Promotion & Public Relations (17%).

In accordance with the information from 213 exhibitors interviewed in the fourth quarter of 2011, total revenue of the exhibitors amounted to MOP 11.05 million and the majority (94%) came from Sales of Products. Total expenditure was MOP 11.03 million, with expenses on Booth Rentals taking up 43% of the total.

For the whole year of 2011, total revenue of 452 interviewed exhibitors amounted to MOP 20.71 million, with Sales of Products sharing 93% of the total; total expenditure amounted to MOP 16.14 million, of which 48% were expenses on Booth Rentals.

Table 4 - Total Revenue and Expenditure of Exhibitors

Item	'000 MOP			
	Q4/2011		2011	
	Amount	Structure (%)	Amount	Structure (%)
Total Revenue	11 051	100.0	20 705	100.0
Direct Sales of Products	10 344	93.6	19 314	93.3
Subsidies from Government and Other Organizations	707	6.4	1 094	5.3
Others	-	-	297	1.4
Total Expenditure	11 027	100.0	16 136	100.0
Rental for Exhibit Booth	4 744	43.0	7 809	48.4
Construction & Decoration	3 021	27.4	4 003	24.8
Others (e.g. advertising, promotion & public relations, freight, etc.)	3 262	29.6	4 324	26.8

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 who 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: 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.

Symbols and Abbreviations

- Absolute value equals zero

Figures may not add up to the total stated due to rounding in the tables

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. 按類型劃分的會展活動主要統計 (2011 年第 4 季)
 ESTADÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES POR O TIPO - 4º TRIMESTRE DE 2011
 PRINCIPAL STATISTICS ON MICE EVENTS BY TYPE - 4TH 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	220 163	2.72	268	168 665	3.26	112	51 498	1.41
	2011	508 125	1.94	211	372 385	2.08	61	135 740	1.44
		- 28%	- 29%	- 21%	121%	- 36%	- 46%	164%	2%
會議 Reunião Meeting	2010	37 736	2.68	256	23 779	3.25	107	13 957	1.30
	2011	28 300	1.82	199	19 985	1.99	57	8 315	1.21
		- 25%	- 32%	- 22%	- 16%	- 39%	- 47%	- 40%	- 7%
政府會議 Reunião do Governo Government Meeting	2010	40	2.13	14	3 303	3.93	26	2 575	1.15
	2011	20	1.50	3	127	2.00	17	1 784	1.41
		- 50%	- 29%	- 79%	- 96%	- 49%	- 35%	- 31%	22%
協會或組織會議 Reunião da associação/organização Association Meeting	2010	70	1.79	13	3 933	3.92	57	7 721	1.30
	2011	55	1.35	29	3 528	1.52	26	3 085	1.15
		- 21%	- 25%	123%	- 10%	- 61%	- 54%	- 60%	- 11%
公司會議 Reunião da sociedade Corporate Meeting	2010	190	3.00	178	9 980	3.13	12	1 213	1.00
	2011	158	1.97	148	13 471	2.03	10	2 513	1.00
		- 17%	- 34%	- 17%	35%	- 35%	- 17%	107%	-
大型會議 Conferência Conference	2010	22	2.91	11	2 110	3.82	11	2 368	2.00
	2011	8	1.63	4	1 037	2.00	4	933	1.25
		- 64%	- 44%	- 64%	- 51%	- 48%	- 64%	- 61%	- 38%
獎勵會議旅遊及其他 Reunião incentivo-viagem e outras Incentive Meeting/Travel & Others	2010	41	3.12	40	4 453	3.18	1	80	1.00
	2011	15	2.47	15	1 822	2.47	-	-	-
		- 63%	- 21%	- 63%	- 59%	- 22%	- 100%	- 100%	- 100%
展覽 Exposição/exibição Exhibition	2010	17	3.53	12	144 886	3.42	5	37 541	3.80
	2011	16	3.88	12	352 400	3.58	4	127 425	4.75
		- 6%	10%	-	143%	5%	- 20%	239%	25%

6. 按主題劃分的會展活動主要統計 (2011年第四季)
 ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES POR O TEMA - 4º TRIMESTRE DE 2011
 PRINCIPAL STATISTICS ON MICE EVENTS BY SUBJECT - 4TH QUARTER 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	380	220 163	2.72	268	168 665	3.26	112	51 498	1.41	
	272	508 125	1.94	211	372 385	2.08	61	135 740	1.44	
	-28%	131%	-29%	-21%	121%	-36%	-46%	164%	2%	
銀行及金融 Actividades bancária e financeira Banking & Finance	30	2 127	3.43	28	1 857	3.61	2	270	1.00	
	31	2 148	1.87	29	1 564	1.93	2	584	1.00	
	3%	1%	-46%	4%	-16%	-46%	-	116%	3%	
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	167	159 663	2.94	134	155 764	3.40	33	3 899	1.09	
	116	427 676	2.05	97	334 007	2.18	19	93 669	1.42	
	-31%	168%	-30%	-28%	114%	-36%	-42%	2 302%	30%	
教育及培訓 Educação e formação Education & Training	23	3 309	2.09	7	817	2.57	16	2 492	1.88	
	10	852	1.40	4	170	1.50	6	682	1.33	
	-57%	-74%	-33%	-43%	-79%	-42%	-63%	-73%	-29%	
資訊及其他科技 Informática e outras tecnologias IT & Other Technology	59	23 179	2.75	47	4 217	3.04	12	18 962	1.58	
	35	18 102	1.97	31	2 127	2.03	4	15 975	1.50	
	-41%	-22%	-28%	-34%	-50%	-33%	-67%	-16%	-5%	
醫療健康 Saúde Medical & Health	33	4 774	2.52	23	3 234	3.00	10	1 540	1.40	
	28	7 880	1.93	19	6 378	2.32	9	1 502	1.11	
	-15%	65%	-23%	-17%	97%	-23%	-10%	-2%	-21%	
旅遊 Turismo Travel & Tourism	17	729	1.71	13	496	1.85	4	233	1.25	
	25	27 510	1.80	19	26 775	2.05	6	735	1.00	
	47%	3 674%	6%	46%	20%	11%	50%	215%	-20%	
文化及藝術 Cultura e artes Culture & Arts	19	21 697	2.68	7	1 049	3.57	12	20 648	2.17	
	8	21 567	2.25	3	342	1.33	5	21 225	2.80	
	-58%	-1%	-16%	-57%	-67%	-63%	-58%	3%	29%	
司法及法律 Justiça e direito Judiciary & Law	6	1 126	4.67	4	966	6.25	2	160	1.50	
	9	824	1.56	7	644	1.57	2	180	1.50	
	50%	-27%	-67%	75%	-33%	-75%	-	13%	-	
其他 Outros Others	26	3 559	1.42	5	265	2.80	21	3 294	1.10	
	10	1 566	1.70	2	378	2.50	8	1 188	1.50	
	-62%	-56%	19%	-60%	43%	-11%	-62%	-64%	37%	

7. 按主題劃分受訪展覽主辦機構的收益及支出 (2011 年第 4 季)
RECEITAS E DESPESAS DAS ENTIDADES ORGANIZADORAS DAS EXPOSIÇÕES/EXIBIÇÕES INQUIRIDAS POR TEMA - 4º TRIMESTRE DE 2011
REVENUE AND EXPENDITURE OF THE INTERVIEWED EXHIBITION ORGANISERS BY SUBJECT OF EVENT - 4TH 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					其他 ^a Outras Others			
		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	宣傳及公關 Publicidade, promoção e relações públicas Advertising, Promotion & Public Relations	住宿 Alojamento Accommodation		飲食 Alimentação Food & Beverage	場地佈置及 製作 Serviço de produção e construção de cabina Production, Construction & Decoration Services	
展覽主辦機構 Entidades organizadoras de exposições/exibições Exhibition Organiser		15	32 609	15 704	14 301	2 604	109 578	12 747	14 989	13 728	5 087	25 789	37 239
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	10	26 529	12 836	11 812	1 882	104 851	11 901	14 321	13 282	4 608	24 169	36 569	
其他 Outros	5	6 080	2 868	2 489	722	4 727	845	667	445	479	1 620	670	

千澳門元 '000 MOP

^a 包括“運輸”支出
Incluem as despesas de “transporte”
Including expenses on “Freight”

8. 按主題劃分受訪展覽參展商的收益及支出 (2011 年第 4 季)

RECEITAS E DESPESAS DOS EXPOSITORES INQUIRIDOS POR TEMA - 4º TRIMESTRE DE 2011
REVENUE AND EXPENDITURE OF THE INTERVIEWED EXHIBITORS BY SUBJECT OF EVENT - 4TH 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				
		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 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 Expositores Exhibitor		213	11 051	10 344	707	11 027	4 744	3 021	3 262
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	179	10 114	9 470	644	8 843	2 585	2 260		
資訊及其他科技 Informática e outras tecnologias IT & Other Technology	15	499	435	64	1 302	418	373		
文化及藝術、旅遊及其他 Cultura e artes, turismo e outros Culture & Arts, Travel & Tourism and Others	19	439	439	-	883	237	17		

千澳門元 '000 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 expenses on “Advertising, Promotion & Public Relations”, and “Freight”

9. 按類型劃分的會展活動主要統計
ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES POR O TIPO
PRINCIPAL STATISTICS ON MICE EVENTS BY TYPE

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	806 135	2.46	897	527 331	3.09	502	278 804	1.33	
	2011	1 278 054	2.07	821	775 698	2.25	224	502 356	1.40	
		- 25%	- 16%	- 8%	47%	- 27%	- 55%	80%	5%	
會議	2010	1 342	2.38	858	97 940	3.03	484	51 892	1.23	
Reunião	2011	994	1.99	785	86 632	2.21	209	24 139	1.19	
Meeting		- 26%	- 16%	- 9%	- 12%	- 27%	- 57%	- 53%	- 3%	
政府會議	2010	171	1.51	28	4 264	3.32	143	13 840	1.16	
Reunião do Governo	2011	109	1.32	22	1 425	1.82	87	8 549	1.20	
Government Meeting		- 36%	- 13%	- 21%	- 67%	- 45%	- 39%	- 38%	3%	
協會或組織會議	2010	310	1.45	59	8 302	2.31	251	25 474	1.24	
Reunião da associação/organização	2011	151	1.27	75	6 203	1.36	76	7 587	1.18	
Association Meeting		- 51%	- 12%	27%	- 25%	- 41%	- 70%	- 70%	- 5%	
公司會議	2010	617	2.78	569	40 765	2.92	48	5 936	1.02	
Reunião da sociedade	2011	643	2.18	609	50 822	2.25	34	4 307	1.06	
Corporate Meeting		4%	18%	7%	25%	- 23%	- 29%	- 27%	4%	
大型會議	2010	89	3.56	49	19 623	5.08	40	6 432	1.70	
Conférence	2011	30	2.40	19	13 904	2.84	11	3 496	1.64	
Conference		- 66%	- 33%	- 61%	- 29%	- 44%	- 73%	- 46%	- 4%	
獎勵會議旅遊及其他	2010	155	2.94	153	24 986	2.97	2	210	1.00	
Reunião incentivo-viagem e outras	2011	61	2.77	60	14 278	2.80	1	200	1.00	
Incentive Meeting/Travel & Others		- 61%	- 6%	- 61%	- 43%	- 6%	- 50%	- 5%	-	
展覽	2010	57	4.30	39	429 391	4.46	18	226 912	3.94	
Exposição/exibição	2011	51	3.51	36	689 066	3.19	15	478 217	4.27	
Exhibition		- 11%	- 18%	- 8%	60%	- 28%	- 17%	111%	8%	

10. 按主題劃分的會展活動主要統計
ESTATÍSTICAS PRINCIPAIS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES SEGUNDO O TEMA
PRINCIPAL STATISTICS ON MICE EVENTS BY SUBJECT

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. 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	1 399	806 135	2.46	897	527 331	3.09	502	278 804	1.33	224	502 356	1.40
	-25%	59%	-16%	-8%	47%	-27%	-55%	80%	5%			
銀行及金融 Actividades bancária e financeira Banking & Finance	121	11 661	3.02	112	9 576	3.19	9	2 085	1.00	6	18 042	1.33
	-17%	125%	-33%	-15%	-14%	-35%	-33%	765%	33%			
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	531	542 847	2.70	394	364 241	3.21	137	178 606	1.25	86	316 795	1.23
	-9%	70%	-22%	1%	67%	-29%	-37%	77%	-1%			
教育及培訓 Educação e formação Education & Training	120	13 843	1.58	35	2 204	1.86	85	11 639	1.46	21	2 129	1.24
	-63%	-8%	-14%	-34%	378%	-21%	-75%	-82%	-15%			
資訊及其他科技 Informática e outras tecnologias IT & Other Technology	191	108 315	3.03	145	71 910	3.55	46	36 405	1.39	20	103 521	1.30
	-26%	71%	-25%	-17%	13%	-31%	-57%	184%	-7%			
醫療健康 Saúde Medical & Health	99	14 908	2.03	66	11 444	2.45	33	3 464	1.18	22	3 687	1.14
	-7%	50%	12%	6%	63%	7%	-33%	6%	-4%			
旅遊 Turismo Travel & Tourism	104	32 630	2.38	85	31 226	2.66	19	1 404	1.16	19	2 281	1.21
	-7%	10%	-19%	-8%	7%	-21%	-	62%	5%			
文化及藝術 Cultura e artes Culture & Arts	63	56 256	2.33	23	25 536	2.87	40	30 720	2.03	18	52 435	2.67
	-43%	9%	-8%	-22%	-65%	-44%	-55%	71%	32%			
司法及法律 Justiça e direito Judiciary & Law	48	6 720	2.02	12	1 670	3.92	36	5 050	1.39	8	882	1.25
	-58%	-73%	-23%	-	-43%	-55%	-78%	-83%	-10%			
其他 Outros Others	122	18 955	1.43	25	9 524	2.68	97	9 431	1.11	24	2 584	1.71
	-75%	-51%	24%	-72%	-31%	-25%	-75%	-73%	53%			

11. 按主題劃分受訪展覽主辦機構的收益及支出 (2011年)
RECEITAS E DESPESAS DAS ENTIDADES ORGANIZADORAS DAS EXPOSIÇÕES/EXIBIÇÕES INQUIRIDAS POR TEMA - 2011
REVENUE AND EXPENDITURE OF THE INTERVIEWED EXHIBITION ORGANISERS BY SUBJECT OF EVENT - 2011

主題 Tema Subject of Event	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 Others	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	展場制作及 場地佈置 Serviço de produção e construção de cabina Production, Construction & Decoration Services	其他 ^a Outras Others	
展覽主辦機構 <i>Entidades organizadoras de exposições/exibições</i> <i>Exhibition Organiser</i>												
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	45	68 680	42 616	21 527	4 537	178 528	22 655	30 428	20 876	10 075	37 997	56 496
其他 Outros	30	56 196	36 871	15 598	3 727	139 662	18 216	23 691	15 614	6 837	31 718	43 586
其他 Outros	15	12 484	5 744	5 929	810	38 865	4 440	6 736	5 262	3 239	6 278	12 910

^a 包括“運輸”支出
Incluem as despesas de “transporte”
Including expenses on “Freight”

12. 按主題劃分受訪展覽參展商收益及支出 (2011年)
RECEITAS E DESPESAS DOS EXPOSITORES INQUIRIDOS POR TEMA - 2011
REVENUE AND EXPENDITURE OF THE INTERVIEWED EXHIBITORS BY SUBJECT OF EVENT - 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 Others	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> <i>Exhibitor</i>											
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	452	20 705	19 314	1 094	297	16 136	7 809	4 003	4 324	2 956	68
教育及培訓 Educação e formação Education & Training	323	17 284	16 345	936	3	12 623	6 388	3 279	490	631	179
資訊及其他科技 Informática e outras tecnologias IT & Other Technology	22	302	9	-	294	181	91	22	560	21	121
旅遊、文化及藝術 Turismo, cultura e artes Travel & Tourism, Culture & Arts	34	1 563	1 437	127	-	1 855	804	560	21	121	179
其他 Outros	37	1 217	1 217	-	-	964	312	21	121	121	179
其他 Outros	36	339	307	32	-	514	214	121	121	121	179

^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 expenses on “Advertising, Promotion & Public Relations”, and “Freight”

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