

MICE STATISTICS
1ST QUARTER/2012

No. 1

A total of 271 MICE events were held in the first quarter of 2012, down by of 6 events year-on-year, of which 250 events were held in paid venues. Total number of participants and attendees went up by 26% to 161,781. There were 12 exhibitions held in the first quarter, attracting 106,474 attendees, while 259 meetings and conferences had 55,307 participants.

1 - Principal Data

	No. of Events			No. of Participants			Average Duration (day)	
	Q1/2011 ^r	Q1/2012	Year-on-year Change (%)	Q1/2011 ^r	Q1/2012	Year-on-year Change (%)	Q1/2011 ^r	Q1/2012
Total	277	271	-2	128 296	161 781	26	2.2	2.1
Meeting	267	259	-3	29 142	55 307	90	2.1	2.1
Exhibition	10	12	20	99 154	106 474	7	2.5	2.8

As regards subject of event, 129 MICE events focused on Commerce, Trade & Management (48% of the total), as well as Medical & Health (31). Analyzed by type, 194 events were Corporate Meetings (72% of total) and 26 were Association Meetings.

In accordance with information collected from organizers of 11 exhibitions, a total of 10 were repeated exhibitions that had been previously held in 2011. The 11 exhibitions attracted 1,098 exhibitors and 4,255 professional buyers. Apart from local exhibitors (34%), most of the outside exhibitors came from Hong Kong (22%) and Mainland China (19%). The majority of professional buyers came from Macao (53%) and Mainland China (26%).

In respect of the major reasons for the 11 interviewed organizers in selecting Macao as exhibition destination, business operation in Macao took up 45.5%, expanding the local market (36.4%), and easy access from abroad (18.2%).

2 - Reasons for selecting Macao as exhibition destination

Reasons (multiple reasons allowed)	Number of organizers	Percentage (%)
Business operation in Macao	5	45.5
Expanding local market	4	36.4
Easy access from abroad	2	18.2
Comprehensive facilities	1	9.1
Others	3	27.3

Expenses of exhibitions, including Government organized, amounted to MOP 24.65 million in the first quarter of 2012, up by 670% year-on-year. Expenses on Production, Construction & Decoration Services, Advertising, Promotion & Public Relations and Accommodation accounted for 31%, 22% and 17% of the total respectively. Revenue amounted to MOP 3.53 million, up by 43% year-on-year, mostly were from Rentals of Exhibition Booth (76% of total).

3 - Revenue and Expenses of Exhibition Organizers

	Q1/2011		Q1/2012		Year-on-year Change (%)
	Amount ('000 MOP)	Structure (%)	Amount ('000 MOP)	Structure (%)	
Revenue	2 473^F	100	3 527	100	43
Rental of Exhibition Booth	1 274	52	2 696	76	112
Financial support from Government and Other Organizations	1 199 ^F	48	517	15	-57
Others	-	-	314	9	..
Expenses	3 200	100	24 654	100	670
Rental of Venue	637	20	2 626	11	312
Advertising, Promotion & Public Relations	603	19	5 442	22	802
Accommodation	357	11	4 167	17	1 067
Food & Beverage	366	11	3 114	13	751
Production, Construction & Decoration Services	753	24	7 541	31	901
Others (including freight, etc.)	484 ^F	15	1 765	7	265

Information from 141 exhibitors interviewed in the first quarter showed that 77 had participated in the same exhibitions in 2011. Besides, revenue of the interviewed exhibitors soared by 396% year-on-year to MOP 15.56 million, with the majority (96%) coming from Sales of Products. Expenses surged by 98% year-on-year to MOP 2.26 million.

4 - Revenue and Expenses of Interviewed Exhibitors

	Q1/2011		Q1/2012		Year-on-year Change (%)
	Amount ('000 MOP)	Structure (%)	Amount ('000 MOP)	Structure (%)	
Revenue	3 136	100	15 562	100	396
Direct Sales of Products	2 739	87	14 971	96	447
Financial support from Government and Other Organizations	104	3	591	4	468
Others	294	9	-	-	-100
Expenses	1 141	100	2 258	100	98
Rental of Exhibit Booth	840	74	1 340	59	59
Construction and Decoration	117	10	501	22	327
Others (including Advertising, Promotion & Public Relations and freight, etc.)	184	16	417	18	127

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, travel, accommodation and meal expenses of the attendees are paid for by the organisation.

Conference: An event where the attendees meet to exchange views, convey a message, open a debate or give publicity to some area of opinion on specific issue. Although no continuity or periodicity is required, conferences are usually of short duration with specific objectives.

Incentive Meeting/Travel: A management tool that uses an exceptional travel experience with pre-arranged meetings to motivate and recognise employees for increased levels of performance in support of other organisational tools.

Commercial Exhibition: Including events for: a) display, publicity and/or sale of products; b) display of services or goods. These events focus primarily on business-to-business relationship. The primary activity of attendees is to visit exhibits on the show floor.

¹ “Measuring the Economic Importance of the Meetings Industry - Developing a Tourism Satellite Account Extension”, United Nations World Tourism Organization (UNWTO)

符號、縮寫及註釋**Sinais convencionais, abreviaturas e notas explicativas****Symbols, Abbreviations and Note**

.. 不適用

Não aplicável

Not applicable

- 絕對數值為零

Valor absoluto igual a zero

Absolute value equals zero

r 修訂數字

Dado revisto

Revised figures

MOP 澳門元

Patacas de Macau

Macao Pataca

由於進位關係，各小項之和與總數可能出現差異

Os totais não perfazem o somatório de todos os valores, devido a arredondamentos

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

5. 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			收費場地 Espaço e instalações pagos Paid Venue			免費場地 Espaço e instalações gratuitos Venue free of charge		
	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)	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)	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	277	128 296	2.2	233	110 172	2.3	44	18 124
	271	161 781	2.1	250	145 427	2.2	21	16 354	1.5
	-2%	26%	-1%	7%	32%	-6%	-52%	-10%	25%
會議 Reunião Meeting	267	29 142	2.1	226	26 434	2.3	41	2 708	1.0
	259	55 307	2.1	242	54 216	2.2	17	1 091	1.2
	-3%	90%	-2%	7%	105%	-7%	-59%	-60%	12%
政府會議 Reunião do Governo Government Meeting	29	2 229	1.2	8	838	1.9	21	1 391	1.0
	14	1 060	1.2	9	921	1.3	5	139	1.0
	-52%	-52%	-2%	13%	10%	-29%	-76%	-90%	-
協會或組織會議 Reunião da associação/organização Association Meeting	28	2 081	1.1	11	1 018	1.1	17	1 063	1.1
	26	1 974	1.1	16	1 348	1.1	10	626	1.1
	-7%	-5%	-3%	45%	32%	-3%	-41%	-41%	-2%
公司會議 Reunião da sociedade Corporate Meeting	182	17 780	2.4	180	17 726	2.4	2	54	1.0
	194	45 717	2.2	193	45 691	2.2	1	26	3.0
	7%	157%	-6%	7%	158%	-7%	-50%	-52%	200%
大型會議 Conferência Conference	7	2 060	1.9	7	2 060	1.9	-	-	-
	7	1 908	2.6	6	1 608	2.8	1	300	1.1
	-	-7%	38%	-14%	-22%	53%	-	-	-
獎勵會議 Reunião incentivo Incentive Meeting	21	4 992	2.9	20	4 792	3.0	1	200	1.1
	18	4 648	2.7	18	4 648	2.7	-	-	-
	-14%	-7%	-7%	-10%	-3%	-10%	-100%	-100%	-100%
展覽 Exposição/exibição Exhibition	10	99 154	2.5	7	83 738	2.3	3	15 416	3.0
	12	106 474	2.8	8	91 211	2.9	4	15 263	2.8
	20%	7%	13%	14%	9%	26%	33%	-1%	-8%

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

主題 Tema Subject	總數 Total			收費場地 Espaço e instalações pagos Paid Venue			免費場地 Espaço e instalações gratuitos Venue free of charge		
	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)	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)	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	277	128 296	2.2	233	110 172	2.3	44	18 124	1.2
	271	161 781	2.1	250	145 427	2.2	21	16 354	1.5
	-2%	26%	-1%	3%	32%	-6%	-52%	-10%	25%
銀行及金融	30	4 465	2.0	30	4 465	2.0	-	-	-
Actividades bancária e financeira	16	905	2.2	16	905	2.2	-	-	-
Banking & Finance	-47%	-80%	9%	-47%	-80%	9%
商業、貿易及管理	125	96 060	2.0	105	89 396	2.2	20	6 664	1.2
Comércio e gestão	129	111 415	2.4	115	105 739	2.5	14	5 676	1.5
Commerce, Trade & Management	3%	16%	18%	10%	18%	15%	-30%	-15%	25%
教育及培訓	12	10 555	1.3	6	356	1.2	6	10 199	1.3
Educação e formação	12	11 192	1.3	11	1 192	1.2	1	10 000	3.0
Education & Training	-	6%	7%	83%	235%	1%	-83%	-2%	125%
資訊及其他科技	42	3 253	2.8	40	3 083	2.9	2	170	1.0
Informática e outras tecnologias	29	2 549	2.2	29	2 549	2.2	-	-	-
IT & Other Technology	-31%	-22%	-21%	-28%	-17%	-24%	-100%	-100%	-100%
醫療健康	25	10 177	3.3	23	10 007	3.5	2	170	1.0
Saúde	31	6 335	2.2	31	6 335	2.2	-	-	-
Medical & Health	24%	-38%	-33%	35%	-37%	-37%	-100%	-100%	-100%
旅遊	26	2 536	1.8	21	2 350	2.0	5	186	1.0
Turismo	28	896	1.6	27	866	1.6	1	30	1.0
Travel & Tourism	8%	-65%	-11%	29%	20%	-18%	-80%	-84%	-
文化及藝術	6	196	1.5	5	176	1.6	1	20	1.0
Cultura e artes	3	21 161	2.3	3	21 161	2.3	-	-	-
Culture & Arts	-50%	10696%	56%	-40%	11923%	46%	-100%	-100%	-100%
司法及法律	2	54	1.0	1	19	1.0	1	35	1.0
Justiça e direito	3	780	1.0	2	580	1.0	1	200	1.0
Judiciary & Law	50%	1344%	-	100%	2953%	-	-	471%	-
其他	9	1 000	1.3	2	320	1.5	7	680	1.3
Outros	20	6 548	1.6	16	6 100	1.7	4	448	1.3
Others	122%	555%	20%	700%	1806%	13%	-43%	-34%	-3%

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

主題 Tema Subject	展覽主辦機構數目 N.º de organizadores de exposições No. of Exhibition Organisers	收益 Recettas Revenue			支出 Despesas Expenses							
		總數 Total	參展攤位租金 Renda da cabine destinada à exposição/ 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 ⁴ Outras Others
千澳門元 '000 MOP												
展覽主辦機構 Entidades organizadoras de exposições/exibições Exhibition Organiser	2011 2012	8 11	1 274 2 096	1 199 517	- 314	3 200 24 654	637 2 626	603 5 442	357 4 167	366 3 114	753 7 541	484 1 765
		38%	112%	-57%	..	670%	312%	802%	1 067%	751%	90%	265%
商業、貿易及管理 Comércio e gestão	2011 2012	5 6	2 135 1 838	1 199 492	- ..	2 994 2 911	617 462	495 565	288 619	356 330	753 821	484 115
		20%	96%	-59%	..	-3%	-25%	14%	115%	-7%	9%	-76%
環保及其他 Protecção ambiental e outros	2011 2012	3 5	338 1 197	- 25	- 314	206 21 742	20 1 664	108 4 877	69 3 547	10 2 784	- 6 720	- 1 649
		67%	154%	10 431%	10 943%	4 420%	5 044%	27 741%

⁴ 包括“貨物運輸”支出等
Incluem as despesas de “transporte de mercadorias”, etc.
Including expenses on “Freight”, etc.

8. 按主題劃分受訪主辦機構提供之參展商及專業觀眾數目
N.º DE EXPOSITORES E PARTICIPANTES PROFISSIONAIS DAS EXPOSIÇÕES/EXIBIÇÕES FORNECIDOS PELOS ORGANIZADORES INQUIRIDOS POR TEMA
NO. OF EXHIBITORS AND PROFESSIONAL VISITORS OF EXHIBITIONS PROVIDED BY INTERVIEWED EXHIBITION ORGANISERS BY SUBJECT OF EVENT

主題 Tema Subject	展覽主辦機構 Organizadores de exposições Exhibition Organisers	參展商 Expositores Exhibitors				專業觀眾 Participantes profissionais Professional Visitors					
		總數 Total	澳門 Macao	香港 Hong Kong	中國大陸 China	其他 Outras Others	總數 Total	澳門 Macao	香港 Hong Kong	中國大陸 China	其他 Outras Others
數目 N.º No.											
總數 Total	2011 2012	8 11	335 1 098	149 368	98 238	9 207	79 285	895 4 255	151 428	23 1 118	8 471
		38%	228%	147%	143%	2 200%	261%	375%	183%	4 761%	5 788%
商業、貿易及管理 Comércio e gestão	2011 2012	5 6	211 482	114 150	81 166	4 31	12 135	895 931	151 127	23 35	8 197
		20%	128%	32%	105%	675%	1 025%	4%	-16%	52%	2 363%
環保及其他 Protecção ambiental e outros	2011 2012	3 5	124 616	35 218	17 72	5 176	67 150	- 3 324	- 301	- 1 083	- 274
		67%	397%	523%	324%	3 420%	124%

9. 按主題劃分受訪展覽參展商收益及支出
RECEITAS E DESPESAS DOS EXPOSITORES INQUIRIDOS POR TEMA
REVENUE AND EXPENSES OF THE INTERVIEWED EXHIBITORS BY SUBJECT OF EVENT

主題 Tema Subject	參展商數目 Nº de expositores No. of Exhibitors	收益 Receitas			支出 Despesas				
		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/exhibição Rental for Exhibit Booth	場地佈置及搭建 Custo da montagem e decoração Construction & Decoration	其他 ^b Outras Others
		千澳門元 - 000 MOP							
參展商 Expositores Exhibitor	2011	51	2 739	104	294	1 141	840	117	184
	2012	141	14 971	591	-	2 258	1 340	501	417
	變動 / Variação / Change	176%	447%	468%	-100%	98%	59%	327%	127%
商業、貿易及管理 Comércio e gestão	2011	34	2 834	104	-	960	749	95	115
	2012	59	7 207	263	-	1 302	1 053	89	160
	變動 / Variação / Change	74%	154%	153%	..	36%	40%	-6%	39%
環保及其他	2011	17	302	9	294	181	91	22	68
	2012	82	8 355	328	-	956	287	412	257
	變動 / Variação / Change	382%	2662%	..	-100%	428%	216%	1783%	275%

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