

**MICE STATISTICS**  
**2<sup>ND</sup> QUARTER/2012**

No. 2

A total of 234 MICE events were held in the second quarter of 2012, a drop of 26 events over 2011, of which 201 events were held in paid venue. Total number of participants and attendees went up by 8% to 130,016.

There were 8 exhibitions held in the second quarter, attracting 112,702 attendees, while the other 226 meetings and conferences had 17,314 participants in the same quarter.

1 - Principal Data

	Q2/2011 <sup>f</sup>	Q2/2012	Change (%)	Q1-Q2/2011 <sup>f</sup>	Q1-Q2/2012	Change (%)
<b>Total No. of Events</b>	<b>260</b>	<b>234</b>	<b>-10</b>	<b>537</b>	<b>505</b>	<b>-6</b>
Meeting	250	226	-10	517	485	-6
Exhibition	10	8	-20	20	20	-
<b>Total No. of Participants</b>	<b>120 462</b>	<b>130 016</b>	<b>8</b>	<b>248 758</b>	<b>291 797</b>	<b>17</b>
Meeting	29 592	17 314	-41	58 734	72 621	24
Exhibition	90 870	112 702	24	190 024	219 176	15

As regards subject of event, 83 MICE events focused on Commerce, Trade & Management (35% of total) and 37 on IT & Other Technology. Analysed by type, 142 events were Corporate Meetings (61% of total) and 41 were Association Meetings.

In accordance with the information collected from 6 exhibition organizers interviewed, a total of 5 were repeated exhibitions that had been previously held in Macao in 2011. In respect of the major reasons of selecting Macao as exhibition destination, expanding local market and business operation in Macao took up 66.7% and 33.3% respectively.

2 - Reasons for Selecting Macao as Exhibition Destination

Reasons (multiple reasons allowed)	Number of organisers	Percentage (%)
Expanding local market	4	66.7
Business operation in Macao	2	33.3
Easy access from abroad	1	16.7
Comprehensive facilities	1	16.7
Others	2	33.3

Moreover, the 6 exhibitions attracted 483 exhibitors, of which Hong Kong and Macao each accounted for 25% and Mainland China shared 24%; moreover, there were 10,276 professional buyers, with the majority coming from Macao (68%) and Mainland China (10%).

Revenue of the exhibitions in the second quarter amounted to MOP21.61 million, down by 6% year-on-year, mostly from Rental of Exhibition Booth (94% of total). Expenditure dropped substantially by 79% year-on-year to MOP7.14 million, with expenses on Rental of Venue; and Advertising, Promotion & Public Relations accounted for 37% and 35% of the total respectively.

## 3 - Revenue and Expenses of Exhibition Organisers

	'000 MOP					
	Q2/2011 <sup>r</sup>	Q2/2012	Change (%)	Q1-Q2/2011 <sup>r</sup>	Q1-Q2/2012	Change (%)
<b>Revenue</b>	<b>22 916</b>	<b>21 613</b>	<b>-6</b>	<b>25 389</b>	<b>25 140</b>	<b>-1</b>
Rental of Exhibition Booth	20 326	20 341	0 <sup>#</sup>	21 600	23 037	7
Financial Support from Government and Other Organisations	1 701	1 272	-25	2 901	1 789	-38
Others	888	-	-100	888	314	-65
<b>Expenses</b>	<b>33 254</b>	<b>7 138</b>	<b>-79</b>	<b>36 454</b>	<b>31 792</b>	<b>-13</b>
Rental of Venue	4 524	2 660	-41	5 161	5 286	2
Advertising, Promotion & Public Relations	7 621	2 531	-67	8 224	7 973	-3
Accommodation	3 138	367	-88	3 495	4 534	30
Food & Beverage	3 366	472	-86	3 732	3 586	-4
Production, Construction & Decoration Services	3 793	971	-74	4 546	8 512	87
Others (including Freight, etc.)	10 812	137	-99	11 296	1 901	-83

Information from 45 exhibitors interviewed showed that revenue of them went up by 41% year-on-year to MOP4.43 million, with the majority coming from Sales of Products. Expenses amounted to MOP3.24 million, with expenses on Rental of Exhibition Booth accounted for 68%.

There were 505 MICE events held in the first half year of 2012, down by 32 events year-on-year. Total number of participants and attendees increased by 17% to 291,797, among which 219,176 attendees were attracted by the 20 exhibitions.

In the first half year of 2012, revenue and expenditure of the exhibition organisers amounted to MOP28.55 million and MOP31.79 million respectively. For the interviewed exhibitors, revenue and expenditure were MOP19.99 million and MOP5.50 million.

## 4 - Revenue and Expenses of Interviewed Exhibitors

	'000 MOP					
	Q2/2011	Q2/2012	Change (%)	Q1-Q2/2011	Q1-Q2/2012	Change (%)
<b>Revenue</b>	<b>3 131</b>	<b>4 426</b>	<b>41</b>	<b>6 268</b>	<b>19 988</b>	<b>219</b>
Sales of Products	3 090	4 412	43	5 829	19 383	233
Financial Support from Government and Other Organisations	41	14	-65	145	606	318
Others	-	-	..	294	-	-100
<b>Expenses</b>	<b>1 511</b>	<b>3 237</b>	<b>114</b>	<b>2 652</b>	<b>5 495</b>	<b>107</b>
Rental of Exhibition Booth	761	2 201	189	1 602	3 540	121
Construction & Decoration	498	111	-78	615	613	0 <sup>#</sup>
Others (including Advertising, Promotion & Public Relations, and Freight, etc.)	252	925	267	435	1 342	208

## 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 organisers 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 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, 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.

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<sup>1</sup> “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

0<sup>#</sup> 數字少於採用單位半數

Resultado inferior a metade

Magnitude less than half of the unit employed

MOP 澳門元

Patacas

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 (2012 年第 2 季)  
 PRINCIPAL STATISTICS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES POR TIPO - 2º TRIMESTRE DE 2012  
 PRINCIPAL STATISTICS ON MICE EVENTS BY TYPE - 2<sup>ND</sup> QUARTER OF 2012

類型 Tipo Type	總數 Total			場地收費 Espaço pago/Paid Venue			場地免費 Espaço gratuito/Venue Free of Charge		
	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</b> Total	<b>2011<sup>r</sup></b>	<b>120 462</b>	<b>2.1</b>	<b>224</b>	<b>87 112</b>	<b>2.2</b>	<b>36</b>	<b>33 350</b>	<b>1.4</b>
	<b>2012</b>	<b>130 016</b>	<b>1.8</b>	<b>201</b>	<b>96 713</b>	<b>1.8</b>	<b>33</b>	<b>33 303</b>	<b>1.6</b>
	<b>變動 / Variação / Change</b>	<b>8%</b>	<b>-16%</b>	<b>-10%</b>	<b>11%</b>	<b>-19%</b>	<b>-8%</b>	<b>0#</b>	<b>18%</b>
會議 Reunião Meeting	2011 <sup>r</sup>	29 592	2.0	217	27 236	2.2	33	2 356	1.1
	2012	17 314	1.7	195	14 789	1.8	31	2 525	1.3
	變動 / Variação / Change	-41%	-16%	-10%	-46%	-18%	-6%	7%	19%
政府會議 Reunião do Governo Government Meeting	2011	3 398	1.2	15	2 508	1.4	16	890	1.0
	2012	1 516	1.4	10	878	1.8	11	638	1.0
	變動 / Variação / Change	-55%	16%	-33%	-65%	29%	-31%	-28%	-
協會或組織會議 Reunião da associação/organização Association Meeting	2011 <sup>r</sup>	2 918	1.2	24	1 452	1.3	17	1 466	1.1
	2012	3 454	1.2	27	2 384	1.3	14	1 070	1.1
	變動 / Variação / Change	18%	-2%	13%	64%	-6%	-18%	-27%	2%
公司會議 Reunião da sociedade Corporate Meeting	2011 <sup>r</sup>	9 944	2.3	157	9 944	2.3	-	-	-
	2012	8 192	1.8	140	8 160	1.8	2	32	2.0
	變動 / Variação / Change	-18%	-21%	-11%	-18%	-21%	-	-	-
大型會議 Conferência Conference	2011 <sup>r</sup>	10 645	3.3	7	10 645	3.3	-	-	-
	2012	2 925	3.0	6	2 140	3.7	4	785	2.0
	變動 / Variação / Change	-73%	-9%	-14%	-80%	12%	-	-	-
獎勵會議 Reunião incentivativa Incentive Meeting	2011 <sup>r</sup>	2 687	2.8	14	2 687	2.8	-	-	-
	2012	1 227	1.8	12	1 227	1.8	-	-	-
	變動 / Variação / Change	-54%	-37%	-14%	-54%	-37%	-	-	-
展覽 Exposição/exibição Exhibition	2011 <sup>r</sup>	90 870	4.2	7	59 876	4.0	3	30 994	4.7
	2012	112 702	3.9	6	81 924	2.8	2	30 778	7.0
	變動 / Variação / Change	24%	-8%	-14%	37%	-29%	-33%	-1%	50%

6. 按主題劃分的會展活動主要統計 (2012年第二季)  
PRINCIPAL STATISTICS ON MICE EVENTS BY SUBJECT - 2<sup>ND</sup> QUARTER OF 2012

主題 Tema Subject	總數 Total						場地收費 Espaço pago/Paid Venue			場地免費 Espaço gratuito/Venue Free of Charge		
	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</b> <b>Total</b>	<b>260</b>	<b>120 462</b>	<b>2.1</b>	<b>224</b>	<b>87 112</b>	<b>2.2</b>	<b>36</b>	<b>33 350</b>	<b>1.4</b>	<b>33 303</b>	<b>1.6</b>	<b>1.6</b>
	<b>-10%</b>	<b>8%</b>	<b>-16%</b>	<b>-10%</b>	<b>11%</b>	<b>-19%</b>	<b>-8%</b>	<b>0#</b>	<b>18%</b>			
<b>變動 / Variação / Change</b>												
銀行及金融 Actividades bancária e financeira Banking & Finance	23	2 269	2.3	23	2 269	2.3	-	-	-	-	-	-
	26	1 272	1.5	24	1 156	1.5	2	116	1.0			
<b>變動 / Variação / Change</b>	<b>13%</b>	<b>-44%</b>	<b>-36%</b>	<b>4%</b>	<b>-49%</b>	<b>-34%</b>	<b>..</b>	<b>..</b>	<b>..</b>	<b>..</b>	<b>..</b>	<b>..</b>
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	120	40 849	2.2	102	38 408	2.4	18	2 441	1.1			
	83	86 513	2.0	75	85 471	2.0	8	1 042	1.4			
<b>變動 / Variação / Change</b>	<b>-31%</b>	<b>112%</b>	<b>-9%</b>	<b>-26%</b>	<b>123%</b>	<b>-14%</b>	<b>-56%</b>	<b>-57%</b>	<b>24%</b>			
教育及培訓 Educação e formação Education & Training	14	565	1.4	10	397	1.6	4	168	1.0			
	19	3 562	1.3	15	3 153	1.4	4	409	1.0			
<b>變動 / Variação / Change</b>	<b>36%</b>	<b>530%</b>	<b>-8%</b>	<b>50%</b>	<b>694%</b>	<b>-13%</b>	<b>-</b>	<b>143%</b>	<b>-</b>			
資訊及其他科技 Informática e outras tecnologias IT & Other Technology	34	34 103	2.4	34	34 103	2.4	-	-	-			
	37	2 818	1.8	35	2 583	1.8	2	235	1.0			
<b>變動 / Variação / Change</b>	<b>9%</b>	<b>-92%</b>	<b>-25%</b>	<b>3%</b>	<b>-92%</b>	<b>-23%</b>	<b>..</b>	<b>..</b>	<b>..</b>			
醫療健康 Saúde Medical & Health	18	1 991	1.9	17	1 851	2.0	1	140	1.0			
	23	2 284	1.6	20	1 654	1.5	3	630	2.7			
<b>變動 / Variação / Change</b>	<b>28%</b>	<b>15%</b>	<b>-17%</b>	<b>18%</b>	<b>-11%</b>	<b>-28%</b>	<b>200%</b>	<b>350%</b>	<b>167%</b>			
旅遊 Turismo Travel & Tourism	31	3 103	1.9	28	3 011	2.0	3	92	1.0			
	21	1 127	1.9	17	1 000	2.1	4	127	1.0			
<b>變動 / Variação / Change</b>	<b>-32%</b>	<b>-64%</b>	<b>-2%</b>	<b>-39%</b>	<b>-67%</b>	<b>3%</b>	<b>33%</b>	<b>38%</b>	<b>-</b>			
文化及藝術 Cultura e artes Culture & Arts	11	30 595	2.2	7	483	1.6	4	30 112	3.3			
	8	31 067	3.0	4	843	2.3	4	30 224	3.8			
<b>變動 / Variação / Change</b>	<b>-27%</b>	<b>2%</b>	<b>38%</b>	<b>-43%</b>	<b>75%</b>	<b>43%</b>	<b>-</b>	<b>0#</b>	<b>15%</b>			
司法及法律 Justiça e direito Judiciary & Law	4	625	1.0	1	350	1.0	3	275	1.0			
	5	367	1.0	3	237	1.0	2	130	1.0			
<b>變動 / Variação / Change</b>	<b>25%</b>	<b>-41%</b>	<b>-</b>	<b>200%</b>	<b>-32%</b>	<b>-</b>	<b>-33%</b>	<b>-53%</b>	<b>-</b>			
其他 Outros Others	5	6 362	1.8	2	6 240	2.0	3	122	1.7			
	12	1 006	1.4	8	616	1.5	4	390	1.3			
<b>變動 / Variação / Change</b>	<b>140%</b>	<b>-84%</b>	<b>-21%</b>	<b>300%</b>	<b>-90%</b>	<b>-25%</b>	<b>33%</b>	<b>220%</b>	<b>-25%</b>			

7. 按主題劃分受訪主辦機構提供之參展商及專業觀眾數目 (2012年第2季)  
 Nº DE EXPOSITORES E PARTICIPANTES PROFISSIONAIS DAS EXPOSIÇÕES/EXIBIÇÕES FORNECIDOS POR TEMA - 2º TRIMESTRE DE 2012  
 NO. OF EXHIBITORS AND PROFESSIONAL BUYERS OF EXHIBITIONS PROVIDED BY INTERVIEWED EXHIBITION ORGANISERS BY SUBJECT OF EVENT - 2<sup>ND</sup> QUARTER OF 2012

主題 Tema Subject	展覽主辦 機構數目 Nº de organizador de exposições No. of Exhibition Organiser	參展商 Expositor Exhibitor				專業觀眾 Participante profissional Professional Buyer						
		總數 Total	澳門 Macao Macao	香港 Hong Kong Hong Kong	中國大陸 China Continental Mainland China	其他 Outras Others	總數 Total	澳門 Macao Macao	香港 Hong Kong Hong Kong	中國大陸 China Continental Mainland China	其他 Outras Others	
	2011	9	2 365	920	202	1 028	215	11 247	5 242	895	2 926	2 184
	2012	6	483	121	122	115	125	10 276	7 020	813	1 058	1 385
	變動 / Variação / Change	-33%	-80%	-87%	-40%	-89%	-42%	-9%	34%	-9%	-64%	-37%
商業、貿易、管理及其他 Comércio, gestão e outros Commerce, Trade, Management & Others	2011	9	2 365	920	202	1 028	215	11 247	5 242	895	2 926	2 184
	2012	6	483	121	122	115	125	10 276	7 020	813	1 058	1 385
	變動 / Variação / Change	-33%	-80%	-87%	-40%	-89%	-42%	-9%	34%	-9%	-64%	-37%

8. 按主題劃分受訪展覽主辦機構的收益及支出 (2012年第2季)  
 RECEITA E DESPESA DAS ENTIDADES ORGANIZADORAS DAS EXPOSIÇÕES/EXIBIÇÕES INQUIRIDAS POR TEMA - 2º TRIMESTRE DE 2012  
 REVENUE AND EXPENDITURE OF THE INTERVIEWED EXHIBITION ORGANISERS BY SUBJECT OF EVENT - 2<sup>ND</sup> QUARTER OF 2012

主題 Tema Subject	展覽主辦 機構數目 Nº de organizador de exposições No. of Exhibition Organiser	收益 Receita Revenue				支出 Despesa Expenditure							
		總數 Total	參展攤位租金 Renda da cabina exposiçãoe/hibiçã Rental of Exhibit Booth	政府或其他 機構資助 Subsídio concedido pelo governo ou por futuras instituições Financial Support from Government and Other Organisations	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 & Decoration Services	其他 <sup>a</sup> Outras Others	
	2011 <sup>r</sup>	9	22 916	20 326	1 701	888	33 254	4 524	7 621	3 138	3 366	3 793	10 812
	2012	6	21 613	20 341	1 272	-	7 138	2 660	2 531	367	472	971	137
	變動 / Variação / Change	-33%	-6%	0 <sup>#</sup>	-25%	-100%	-79%	-41%	-67%	-88%	-86%	-74%	-99%
商業、貿易、管理及其他 Comércio, gestão e outros Commerce, Trade, Management & Others	2011 <sup>r</sup>	9	22 916	20 326	1 701	888	33 254	4 524	7 621	3 138	3 366	3 793	10 812
	2012	6	21 613	20 341	1 272	-	7 138	2 660	2 531	367	472	971	137
	變動 / Variação / Change	-33%	-6%	0 <sup>#</sup>	-25%	-100%	-79%	-41%	-67%	-88%	-86%	-74%	-99%

千澳門元 '000 MOP

<sup>a</sup> 包括「貨物運輸」等支出  
 Including expenses on "Freight", etc.

9. 按主題劃分受訪展覽參展商收益及支出 (2012年第2季)  
RECEITA E DESPESA DOS EXPOSITORES INQUIRIDOS POR TEMA - 2º TRIMESTRE DE 2012  
REVENUE AND EXPENDITURE OF THE INTERVIEWED EXHIBITORS BY SUBJECT OF EVENT - 2<sup>ND</sup> QUARTER OF 2012

主題 Tema Subject	參展商數目 Nº de expositor No. of Exhibitor	收益 Revenue				支出 Despesa 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 Organisations	其他 Outras Others	總數 Total	攤位租金 Renda da cabina destinada à exposição/exibição Rental for Exhibit Booth	場地佈置及搭建 Custo da montagem e decoração Construction & Decoration	其他 <sup>a</sup> Outras Others
<b>參展商 Expositor Exhibitor</b>	2011 2012 <i>變動 / Variação / Change</i>	62 45 -27%	3 090 4 412 43%	41 14 -65%	1 511 3 237 114%	761 2 201 189%	498 111 -78%	252 925 267%	
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	2011 2012 <i>變動 / Variação / Change</i>	18 29 61%	2 643 4 177 58%	- 14 ..	- 3 033 194%	555 2 078 275%	370 110 -70%	105 845 705%	
教育及培訓 Educação e formação Education & Training	2011 2012 <i>變動 / Variação / Change</i>	5 12 140%	- - ..	- - ..	- 186 ..	- 113 ..	- 2 ..	- 72 ..	
資訊及其他科技 Educação e formação IT & Other Technology	2011 2012 <i>變動 / Variação / Change</i>	9 - -100%	126 88 -100%	38 - -100%	280 - -100%	133 - -100%	104 - -100%	43 - ..	
旅遊、文化及藝術 Turismo, cultura e artes Travel & Tourism, Culture & Arts	2011 2012 <i>變動 / Variação / Change</i>	5 4 -20%	104 235 126%	- - ..	10 18 71%	8 10 29%	0 <sup>#</sup> - -100%	2 8 235%	
環保 Proteção ambiental Environmental Protection	2011 2012 <i>變動 / Variação / Change</i>	25 - -100%	256 - -100%	3 - -100%	191 - -100%	66 - -100%	23 - -100%	102 - -100%	

<sup>a</sup> 包括“宣傳及公關”及“貨物運輸”支出  
Incluem as despesas de publicidade, promoção e relações públicas e transporte  
Including expenses on "Advertising, Promotion & Public Relations" and "Freight"



10. 按類型劃分的會展活動主要統計 (2012年上半年)  
PRINCIPAIS ESTATÍSTICAS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES POR TIPO - 1º SEMESTRE DE 2012  
PRINCIPAL STATISTICS ON MICE EVENTS BY TYPE - 1<sup>ST</sup> HALF YEAR OF 2012

類型 Tipo Type	總數 Total				場地收費 Espaço pago/Paid Venue			場地免費 Espaço gratuito/Venue Free of Charge		
	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</b> <b>Total</b>	<b>537</b>	<b>248 758</b>	<b>2.1</b>	<b>457</b>	<b>197 284</b>	<b>2.3</b>	<b>80</b>	<b>51 474</b>	<b>1.3</b>	
	<b>2011</b>	<b>2012</b>	<b>變動 / Variação / Change</b>							
會議 Reunião Meeting	517	58 734	2.1	443	53 670	2.3	74	5 064	1.1	
	2011	2012	變動 / Variação / Change							
政府會議 Reunião do Governo Government Meeting	60	5 627	1.2	23	3 346	1.6	37	2 281	1.0	
	2011	2012	變動 / Variação / Change							
協會或組織會議 Reunião da associação/organização Association Meeting	69	4 999	1.2	35	2 470	1.3	34	2 529	1.1	
	2011	2012	變動 / Variação / Change							
公司會議 Reunião da sociedade Corporate Meeting	339	27 724	2.3	337	27 670	2.3	2	54	1.0	
	2011	2012	變動 / Variação / Change							
大型會議 Conferência Conference	14	12 705	2.6	14	12 705	2.6	-	-	-	
	2011	2012	變動 / Variação / Change							
獎勵會議 Reunião incentiva Incentive Meeting	35	7 679	2.8	34	7 479	2.9	1	200	1.0	
	2011	2012	變動 / Variação / Change							
展覽 Exposição/exibição Exhibition	20	190 024	3.4	14	143 614	3.1	6	46 410	3.8	
	2011	2012	變動 / Variação / Change							

11. 按主題劃分的會展活動主要統計 (2012年上半年)  
 PRINCIPAIS ESTATÍSTICAS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES POR TEMA - 1º SEMESTRE DE 2012  
 PRINCIPAL STATISTICS ON MICE EVENTS BY SUBJECT- 1<sup>ST</sup> HALF YEAR OF 2012

主題 Tema Subject	總數 Total						場地收費 Espaço pago/Paid Venue						場地免費 Espaço gratuito/Venue Free of Charge					
	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)	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</b> Total	<b>537</b>	<b>248 758</b>	<b>2.1</b>	<b>457</b>	<b>197 284</b>	<b>2.3</b>	<b>80</b>	<b>51 474</b>	<b>1.3</b>	<b>505</b>	<b>291 797</b>	<b>2.0</b>	<b>451</b>	<b>242 140</b>	<b>2.0</b>	<b>54</b>	<b>49 657</b>	<b>1.6</b>
		<b>變動 / Variação / Change</b>																
銀行及金融 Actividades bancária e financeira Banking & Finance	53	6 734	2.2	53	6 734	2.2	-	-	-	42	2 177	1.8	40	2 061	1.8	2	116	1.0
		<b>變動 / Variação / Change</b>																
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	245	136 909	2.1	207	127 804	2.3	38	9 105	1.2	212	197 928	2.2	190	191 210	2.3	22	6 718	1.5
		<b>變動 / Variação / Change</b>																
教育及培訓 Educação e formação Education & Training	26	11 120	1.3	16	753	1.4	10	10 367	1.2	31	14 754	1.3	26	4 345	1.3	5	10 409	1.4
		<b>變動 / Variação / Change</b>																
資訊及其他科技 Informática e outras tecnologias IT & Other Technology	76	37 356	2.6	74	37 186	2.6	2	170	1.0	66	5 367	1.9	64	5 132	2.0	2	235	1.0
		<b>變動 / Variação / Change</b>																
醫療健康 Saúde Medical & Health	43	12 168	2.7	40	11 858	2.9	3	310	1.0	54	8 619	2.0	51	7 989	1.9	3	630	2.7
		<b>變動 / Variação / Change</b>																
旅遊 Turismo Travel & Tourism	57	5 639	1.8	49	5 361	2.0	8	278	1.0	49	2 023	1.7	44	1 866	1.8	5	157	1.0
		<b>變動 / Variação / Change</b>																
文化及藝術 Cultura e artes Culture & Arts	17	30 791	1.9	12	659	1.6	5	30 132	2.8	11	52 228	2.8	7	22 004	2.3	4	30 224	3.8
		<b>變動 / Variação / Change</b>																
司法及法律 Justiça e direito Judiciary & Law	6	679	1.0	2	369	1.0	4	310	1.0	8	1 147	1.0	5	817	1.0	3	330	1.0
		<b>變動 / Variação / Change</b>																
其他 Outros Others	14	7 362	1.5	4	6 560	1.8	10	802	1.4	32	7 554	1.5	24	6 716	1.6	8	838	1.3
		<b>變動 / Variação / Change</b>																

12. 按主題劃分受訪主辦機構提供之參展商及專業觀眾數目 (2012 年上半年)  
 Nº DE EXPOSITORES E PARTICIPANTES PROFISSIONAIS DAS EXPOSIÇÕES/EXIBIÇÕES FORNECIDOS POR TEMA - 1º SEMESTRE DE 2012  
 NO. OF EXHIBITORS AND PROFESSIONAL BUYERS OF EXHIBITIONS PROVIDED BY INTERVIEWED EXHIBITION ORGANISERS BY SUBJECT OF EVENT - 1<sup>ST</sup> HALF YEAR OF 2012

主題 Tema Subject	展覽主辦 機構數目 Nº de organizador de exposições No. of Exhibition Organiser	參展商 Expositor Exhibitor				專業觀眾 Participante profissional Professional Buyer						
		澳門 Macao	香港 Hong Kong	中國大陸 China Continental Mainland China	其他 Outras Others	澳門 Macao	香港 Hong Kong	中國大陸 China Continental Mainland China	其他 Outras Others			
		總數 Total	澳門 Macao	香港 Hong Kong	中國大陸 China Continental Mainland China	其他 Outras Others	總數 Total	澳門 Macao	香港 Hong Kong	中國大陸 China Continental Mainland China	其他 Outras Others	
		數目 Nº No.										
<b>總數</b>		17	2 700	1 069	300	1 037	294	12 142	5 955	1 046	2 949	2 192
<b>Total</b>		17	1 581	489	360	322	410	14 531	9 258	1 241	2 176	1 856
		-	-41%	-54%	20%	-69%	39%	20%	55%	19%	-26%	-15%
商業、貿易、管理及其他 Comércio, gestão e outros	2011	17	2 700	1 069	300	1 037	294	12 142	5 955	1 046	2 949	2 192
Commerce, Trade, Management & Others	2012	17	1 581	489	360	322	410	14 531	9 258	1 241	2 176	1 856
		-	-41%	-54%	20%	-69%	39%	20%	55%	19%	-26%	-15%

13. 按主題劃分受訪展覽主辦機構的收益及支出 (2012 年上半年)

RECEITA E DESPESA DAS ENTIDADES ORGANIZADORAS DAS EXPOSIÇÕES/EXIBIÇÕES INQUIRIDAS POR TEMA - 1º SEMESTRE DE 2012  
 REVENUE AND EXPENDITURE OF THE INTERVIEWED EXHIBITION ORGANISERS BY SUBJECT OF EVENT - 1<sup>ST</sup> HALF YEAR OF 2012

主題 Tema Subject	展覽主辦 機構數目 Nº de organizador de exposições No. of Exhibition Organiser	收益 Receta Revenue				支出 Despesa Expenditure							
		參展攤位租金 Renda da cabina destinada a 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 Organisations	其他 Outras Others	總數 Total	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 <sup>a</sup> Outras Others			
		總數 Total	政府或其他 機構資助 Subsídio concedido pelo governo ou por outras instituições Financial Support from Government and Other Organisations	其他 Outras Others	總數 Total	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 <sup>a</sup> Outras Others			
		千澳門元 '000 MOP											
<b>總數</b>		17	25 389	21 600	2 901	888	36 454	5 161	8 224	3 495	3 732	4 546	11 296
<b>Total</b>		17	25 140	23 037	1 789	314	31 792	5 286	7 973	4 534	3 586	8 512	1 901
		-	-1%	7%	-38%	-65%	-13%	2%	-3%	30%	-4%	87%	-83%
商業、貿易、管理及其他 Comércio, gestão e outros	2011 <sup>r</sup>	17	25 389	21 600	2 901	888	36 454	5 161	8 224	3 495	3 732	4 546	11 296
Commerce, Trade, Management & Others	2012	17	25 140	23 037	1 789	314	31 792	5 286	7 973	4 534	3 586	8 512	1 901
		-	-1%	7%	-38%	-65%	-13%	2%	-3%	30%	-4%	87%	-83%

<sup>a</sup> 包括“貨物運輸”等支出  
 Include as despesas de transporte, etc.  
 Including expenses on "Freight", etc.

14. 按主題劃分受訪展覽參展商的收益及支出 (2012年上半年)  
RECEITA E DESPESA DOS EXPOSITORES INQUIRIDOS POR TEMA - 1º SEMESTRE DE 2012  
REVENUE AND EXPENDITURE OF THE INTERVIEWED EXHIBITORS BY SUBJECT OF EVENT - 1<sup>ST</sup> HALF YEAR OF 2012

主題 Tema Subject	參展商數目 Nº de expositor No. of Exhibitor	收益 Revenue				支出 Despesa			
		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 Organisations	其他 Outras Others	總數 Total	攤位租金 Renda da cabina destinada à exposição/exibição Rental for Exhibit Booth	場地佈置及搭建 Custo da montagem e decoração Construction & Decoration	其他 <sup>a</sup> Outras Others
		千澳門元 '000 MOP							
<b>參展商 Expositor Exhibitor</b>		<b>113</b>	<b>5 829</b>	<b>145</b>	<b>294</b>	<b>2 652</b>	<b>1 602</b>	<b>615</b>	<b>435</b>
	2011								
	2012	<b>186</b>	<b>19 383</b>	<b>606</b>	-	<b>5 495</b>	<b>3 540</b>	<b>613</b>	<b>1 342</b>
	<i>變動 / Variação / Change</i>	<b>65%</b>	<b>233%</b>	<b>318%</b>	<b>-100%</b>	<b>107%</b>	<b>121%</b>	<b>0#</b>	<b>208%</b>
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	2011	52	5 373	104	-	1 990	1 304	466	220
	2012	88	11 121	277	-	4 335	3 131	199	1 005
	<i>變動 / Variação / Change</i>	<b>69%</b>	<b>107%</b>	<b>167%</b>	..	<b>118%</b>	<b>140%</b>	<b>-57%</b>	<b>356%</b>
教育及培訓 Educação e formação Education & Training	2011	22	302	9	294	181	91	22	68
	2012	39	-	-	-	298	196	17	86
	<i>變動 / Variação / Change</i>	<b>77%</b>	<b>-100%</b>	..	<b>-100%</b>	<b>65%</b>	<b>115%</b>	<b>-24%</b>	<b>25%</b>
資訊及其他科技 Educação e formação IT & Other Technology	2011	9	126	88	38	280	133	104	43
	2012	-	-	-	-	-	-	-	-
	<i>變動 / Variação / Change</i>	<b>-100%</b>	<b>-100%</b>	<b>-100%</b>	..	<b>-100%</b>	<b>-100%</b>	<b>-100%</b>	<b>-100%</b>
旅遊、文化及藝術 Turismo, cultura e artes Travel & Tourism, Culture & Arts	2011	5	104	104	-	10	8	0#	2
	2012	9	274	274	-	41	22	1	19
	<i>變動 / Variação / Change</i>	<b>80%</b>	<b>163%</b>	<b>163%</b>	..	<b>299%</b>	<b>179%</b>	<b>153%</b>	<b>726%</b>
環保 Protecção ambiental Environmental Protection	2011	25	259	256	3	191	66	23	102
	2012	50	8 316	7 988	328	820	192	396	232
	<i>變動 / Variação / Change</i>	<b>100%</b>	<b>3 117%</b>	<b>3 027%</b>	<b>10 835%</b>	<b>330%</b>	<b>194%</b>	<b>1 589%</b>	<b>128%</b>

<sup>a</sup> 包括「宣傳及公關」及「貨物運輸」支出  
Incluem as despesas de publicidade, promoção e relações públicas e transporte  
including expenses on "Advertising, Promotion & Public Relations" and "Freight"