

MICE STATISTICS

3RD QUARTER/2012

No. 3

A total of 223 MICE events were held in the third quarter of 2012, a decrease of 13 events year-on-year, of which 192 events were held in paid venues. Total number of participants and attendees increased by 34% year-on-year to 699,805. In the first three quarters of 2012, a total of 728 MICE events were held, down by 45 events year-on-year. Total number of participants and attendees increased by 29% to 991,602, of which 903,444 attendees were attracted by the 42 exhibitions.

There were 22 exhibitions held in the third quarter of 2012, an increase of 7 exhibitions year-on-year; number of attendees increased by 38% to 684,268. Meanwhile, the other 201 meetings and conferences had 15,537 participants.

1 - Principal Data

	Q3/2011 ^r	Q3/2012	Change (%)	Q1-Q3/2011 ^r	Q1-Q3/2012	Change (%)
Total No. of Events	236	223	-6	773	728	-6
Meeting	221	201	-9	738	686	-7
Exhibition	15	22	47	35	42	20
Total No. of Participants	521 171	699 805	34	769 929	991 602	29
Meeting	23 737	15 537	-35	82 471	88 158	7
Exhibition	497 434	684 268	38	687 458	903 444	31

As regards subject of event, 110 MICE events focused on Commerce, Trade & Management (49% of total), while IT & Other Technology and Banking & Finance each accounted for 22 events. Analysed by type, 124 events were Corporate Meetings (56% of total) and 43 were Association Meetings.

In accordance with the information collected from the 22 exhibition organizers, there were 16 repeated exhibitions that were previously held in Macao in 2011. The major reasons for selecting Macao as the exhibition destination are “business operation in Macao” (50%) and “expanding local market” (45%).

2 - Reasons for Selecting Macao as Exhibition Destination

Reasons (multiple reasons allowed)	Number of organisers	Percentage (%)
Business operation in Macao	11	50
Expanding local market	10	45
Comprehensive facilities	8	36
Easy access from abroad	4	18
Others	2	9

Moreover, the 22 exhibitions attracted 3,029 exhibitors, of which 38% were from Macao, while those from Mainland China and Hong Kong shared 26% and 22% respectively. Besides, there were 45,504 professional visitors, with the majority coming from Macao (54%) and Mainland China (22%).

With an increased number of exhibitions, revenue of the exhibition organisers surged by 319% year-on-year to MOP44.78 million in the third quarter of 2012, mostly from the Financial Support from Government and Other Organisations (71% of total). Expenditure amounted to MOP65.30 million, up by 101% year-on-year, with expenses on Advertising, Promotion & Public Relations; and Production, Construction & Decoration Services accounting for 20% and 19% of the total respectively. In the first three quarters of 2012, revenue and expenditure of the exhibition organisers amounted to MOP 69.92 million and MOP97.09 million respectively.

3 - Revenue and Expenditure of Exhibition Organisers

	'000 MOP					
	Q3/2011 ^r	Q3/2012	Change (%)	Q1-Q3/2011 ^r	Q1-Q3/2012	Change (%)
Revenue	10 682	44 785	319	36 071	69 925	94
Rental of Exhibition Booth	5 311	12 106	128	26 911	35 143	31
Financial Support from Government and Other Organisations	4 326	31 669	632	7 226	33 458	363
Others	1 045	1 010	-3	1 934	1 324	-32
Expenditure	32 495	65 302	101	68 949	97 094	41
Rental for Venue	4 748	10 264	116	9 909	15 550	57
Advertising, Promotion & Public Relations	7 215	13 351	85	15 439	21 324	38
Accommodation	3 654	7 415	103	7 148	11 948	67
Food & Beverage	1 256	4 943	294	4 988	8 528	71
Production, Construction & Decoration Services	9 259	12 456	35	12 208	20 968	72
Others (including Freight, etc.)	6 364	16 873	165	19 257	18 775	-3

Information from 229 exhibitors interviewed showed that revenue of the exhibitors amounted to MOP5.40 million, with 93% coming from Sales of Products. Expenditure amounted to MOP4.15 million, of which Rental for Exhibition Booth accounted for 71%. In the first three quarters of 2012, revenue and expenditure of the interviewed exhibitors totalled MOP25.39 million and MOP9.65 million respectively.

4 - Revenue and Expenditure of Interviewed Exhibitors

	'000 MOP			
	Q3/2011	Q3/2012	Q1-Q3/2011	Q1-Q3/2012
Revenue	3 387	5 404	9 655	25 393
Sales of Products	3 142	5 049	8 971	24 431
Financial Support from Government and Other Organisations	242	356	387	961
Others	3	-	297	-
Expenditure	2 457	4 154	5 109	9 648
Rental for Exhibition Booth	1 463	2 937	3 065	6 477
Construction & Decoration	367	537	982	1 150
Others (including Advertising, Promotion & Public Relations, and Freight, etc.)	626	680	1 062	2 021

Coverage and Data Collection

Coverage of MICE Statistics includes meetings and exhibitions held in hotels equipped with exhibition facilities, major convention & exhibition centres and other conference venues, which involve both local and overseas participants and attendees. However, meetings with less than 10 participants, exhibitions without business activities, e.g. photo and painting exhibitions, as well as those on culture and art, are excluded.

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

In accordance with the exhibition calendar provided by hotels and exhibition centres, DSEC contacts and collects information from the respective local or overseas organisers. Moreover, enumerators of DSEC visit the show floor and collect information from local and overseas 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
- 0[#] 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 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 (2012年第3季)
 PRINCIPAL STATISTICS ON MICE EVENTS BY TYPE - 3RD TRIMESTRE DE 2012
 PRINCIPAL STATISTICS ON MICE EVENTS BY TYPE - 3RD QUARTER OF 2012

類型 Tipo Type	總數 Total						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)				
總數 Total	2011^r	521 171	2.1	212	519 610	2.1	24	1 561	1.6	2012	699 805	1.9	31	12 438	1.5	變動 / Variação / Change
			-10%	-9%	32%	-10%	29%	697%	-3%							
會議 Reunião Meeting	2011 ^r	23 737	2.0	197	22 176	2.0	24	1 561	1.6	2012	15 537	1.7	29	2 298	1.2	變動 / Variação / Change
			-15%	-13%	-40%	-13%	21%	47%	-22%							
政府會議 Reunião do Governo Government Meeting	2011	2 436	1.4	12	1 626	1.3	17	810	1.5	2012	1 467	1.2	12	731	1.0	變動 / Variação / Change
			-16%	-25%	-55%	15%	-29%	-10%	-34%							
協會或組織會議 Reunião da associação/organização Association Meeting	2011 ^r	2 178	1.3	22	1 847	1.3	5	331	1.4	2012	4 477	1.6	14	1 342	1.4	變動 / Variação / Change
			20%	32%	70%	31%	180%	305%	-3%							
公司會議 Reunião da sociedade Corporate Meeting	2011	11 421	2.1	146	11 421	2.1	-	-	-	2012	6 937	1.8	2	160	1.5	變動 / Variação / Change
			-14%	-16%	-41%	-13%							
大型會議 Conferência Conference	2011	2 725	2.9	6	2 305	3.0	2	420	2.5	2012	2 220	2.3	1	65	2.0	變動 / Variação / Change
			-19%	-17%	-7%	-20%	-50%	-85%	-20%							
獎勵會議 Reunião incentivo Incentive Meeting	2011	4 977	3.0	11	4 977	3.0	-	-	-	2012	436	1.4	-	-	-	變動 / Variação / Change
			-53%	-36%	-91%	-52%							
展覽 Exposição/exibição Exhibition	2011 ^r	497 434	3.3	15	497 434	3.3	-	-	-	2012	684 268	3.3	2	10 140	6.0	變動 / Variação / Change
			-	33%	36%	-8%							

6. 按主題劃分的會展活動主要統計 (2012年第3季)
 PRINCIPAIS ESTATÍSTICAS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES POR TEMA - 3º TRIMESTRE DE 2012
 PRINCIPAL STATISTICS ON MICE EVENTS BY SUBJECT - 3RD 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)
總數 Total	236	521 171	2.1	212	519 610	2.1	24	1 561	1.6	31	12 438	1.5
	-6%	34%	-10%	-9%	32%	-10%	29%	697%	-3%			
變動 / Variação / Change												
銀行及金融 Actividades bancária e financeira Banking & Finance	17	17 371	1.9	17	17 371	1.9	-	-	-	1	200	1.0
	22	1 050	1.5	21	850	1.6						
變動 / Variação / Change	29%	-94%	-21%	24%	-95%	-19%						
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	122	359 040	2.1	111	358 485	2.3	11	555	1.0	14	637	1.2
	110	507 625	2.0	96	506 988	2.1						
變動 / Variação / Change	-10%	41%	-8%	-14%	41%	-8%	27%	15%	21%			
教育及培訓 Educação e formação Education & Training	8	699	1.4	5	310	1.0	3	389	2.0	6	848	1.3
	16	1 757	1.8	10	909	2.1						
變動 / Variação / Change	100%	151%	31%	100%	193%	110%	100%	118%	-34%			
資訊及其他科技 Informática e outras tecnologias IT & Other Technology	30	129 517	1.9	30	129 517	1.9	-	-	-	1	90	3.0
	22	131 972	1.8	21	131 882	1.7						
變動 / Variação / Change	-27%	2%	-7%	-30%	2%	-10%						
醫療健康 Saúde Medical & Health	21	2 331	1.8	21	2 331	1.8	-	-	-			
	17	5 579	1.7	16	5 559	1.8						
變動 / Variação / Change	-19%	139%	-3%	-24%	138%	-1%						
旅遊 Turismo Travel & Tourism	15	2 655	2.5	11	2 279	2.6	4	376	2.0	4	104	1.0
	20	1 980	1.4	16	1 876	1.5						
變動 / Variação / Change	33%	-25%	-43%	45%	-18%	-43%		-72%	-50%			
文化及藝術 Cultura e artes Culture & Arts	11	8 948	2.4	7	8 763	2.9	4	185	1.5	3	10 459	4.3
	7	49 172	3.9	4	38 713	3.5						
變動 / Variação / Change	-36%	450%	64%	-43%	342%	22%	-25%	5 554%	189%			
司法及法律 Justiça e direito Judiciary & Law	5	336	2.2	5	336	2.2	-	-	-			
	3	262	1.0	3	262	1.0						
變動 / Variação / Change	-40%	-22%	-55%	-40%	-22%	-55%						
其他 Outros Others	7	274	2.4	5	218	2.0	2	56	3.5	1	80	1.0
	6	408	1.7	5	328	1.8						
變動 / Variação / Change	-14%	49%	-31%		50%	-10%	-50%	43%	-71%			

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 3 季)
 Nº DE EXPOSITORES E PARTICIPANTES PROFISSIONAIS DAS EXPOSIÇÕES/EXIBIÇÕES FORNECIDOS PELOS ORGANIZADORES INQUIRIDOS POR TEMA - 3º TRIMESTRE DE 2012
 No. OF EXHIBITORS AND PROFESSIONAL VISITORS OF EXHIBITIONS PROVIDED BY INTERVIEWED EXHIBITION ORGANISERS BY SUBJECT OF EVENT - 3RD QUARTER OF 2012

主題 Tema Subject	參展商 Expositores Exhibitors				專業觀眾 Participantes profissionais Professional Visitors						
	展覽主辦 機構數目 Nº de organizadores de exposições No. of Exhibition Organisers	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
商業、貿易、管理及其他 Comércio, gestão e outros	2011	13	2 120	1 125	243	474	278	15 089	5 032	5 109	862
	2012	22	3 029	1 159	663	790	417	24 349	7 156	9 866	4 133
Commerce, Trade, Management & Others	變動 / Variação / Change	69%	43%	3%	173%	67%	50%	61%	42%	93%	379%

8. 按主題劃分受訪展覽主辦機構的收益及支出 (2012 年第 3 季)
 RECEITAS E DESPESAS DAS ENTIDADES ORGANIZADORAS DAS EXPOSIÇÕES/EXIBIÇÕES INQUIRIDAS POR TEMA - 3º TRIMESTRE DE 2012
 REVENUE AND EXPENDITURE OF THE INTERVIEWED EXHIBITION ORGANISERS BY SUBJECT OF EVENT - 3RD QUARTER OF 2012

主題 Tema Subject	總收益 Receitas totais				總支出 Despesas totais				總支出 Total Expenditure			
	展覽主辦 機構數目 Nº de organizadores de exposições No. of Exhibition Organisers	總數 Total	參展攤位租金 Renda da cabina destinada à exposição/exibição Rental of Exhibition 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	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	
												千澳門元
商業、貿易、管理及其他 Comércio, gestão e outros	2011 [†]	13	10 682	5 311	4 326	1 045	4 748	7 215	3 654	1 256	9 259	6 364
	2012	22	44 785	12 106	31 669	1 010	65 302	10 264	7 415	4 943	12 456	16 873
Commerce, Trade, Management & others	變動 / Variação / Change	69%	319%	128%	632%	-3%	101%	85%	103%	294%	35%	165%

^a 包括“貨物運輸”等支出
 Incluem as despesas de "transporte", etc.
 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3季)
RECEITAS E DESPESAS DOS EXPOSITORES INQUIRIDOS POR TEMA - 3º TRIMESTRE DE 2012
REVENUE AND EXPENDITURE OF THE INTERVIEWED EXHIBITORS BY SUBJECT OF EVENT - 3RD QUARTER OF 2012

主題 Tema Subject	參展商數目 Nº de expositores No. of Exhibitors	總收益 Recettas totais				總支出 Despesas totais				其他 ^a Outras Others
		總數 Total	直接銷售商品 de produtos Direct Sales of Products	政府或其他 機構資助 Subsidio 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 a exposição/exibição Rental for Exhibition Booth	場地佈置及搭建 montagem e decoração Construction & Decoration		
千澳門元 '000 MOP										
參展商 Expositores	2011	126	3 387	3 142	242	3	2 457	1 463	367	626
	2012	229	5 404	5 049	356	-	4 154	2 937	537	680
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	2011 ^r	93	1 723	1 532	189	3	1 802	1 089	236	478
	2012	172	3 475	3 288	187	-	2 659	1 662	518	478
資訊及其他科技 Informática e outras tecnologias IT & Other Technology	2011	10	939	914	25	-	273	161	38	74
	2012	23	1 315	1 217	98	-	478	406	13	59
文化及藝術 Cultura e artes Culture & Arts	2011 ^r	16	645	645	-	-	106	76	-	30
	2012	24	615	543	71	-	909	774	5	129
其他 Outros Others	2011	7	80	52	29	-	276	138	93	45
	2012	10	-	-	-	-	108	95	1	13

^a 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 年首三季)
 PRINCIPAL STATISTICS ON MICE EVENTS BY TYPE - FIRST THREE QUARTERS OF 2012

類型 Tipo	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)
總數 Total	773	769 929	2.1	669	716 894	2.2	104	53 035	1.3
	2011 r								
	2012								
	變動 / Variação / Change								
	-6%	29%	-9%	-4%	30%	-11%	-18%	17%	13%
會議 Reunião	738	82 471	2.1	640	75 846	2.2	98	6 625	1.2
	2011 r								
	2012								
	變動 / Variação / Change	7%	-10%	-5%	8%	-12%	-21%	-11%	4%
政府會議 Reunião do Governo	89	8 063	1.3	35	4 972	1.5	54	3 091	1.2
	2011								
	2012								
	變動 / Variação / Change	-37%	-50%	-20%	-49%	5%	-48%	-51%	-15%
協會或組織會議 Reunião da associação/organização	96	7 177	1.2	57	4 317	1.3	39	2 860	1.2
	2011 r								
	2012								
	變動 / Variação / Change	15%	38%	26%	59%	9%	-3%	6%	5%
公司會議 Reunião da sociedade	485	39 145	2.3	483	39 091	2.3	2	54	1.0
	2011 r								
	2012								
	變動 / Variação / Change	-5%	55%	-6%	55%	-12%	150%	304%	100%
大型會議 Conferência	22	15 430	2.7	20	15 010	2.7	2	420	2.5
	2011 r								
	2012								
	變動 / Variação / Change	5%	-54%	-15%	-61%	11%	200%	174%	-27%
獎勵會議 Reunião incentivo	46	12 656	2.9	45	12 456	2.9	1	200	1.0
	2011 r								
	2012								
	變動 / Variação / Change	-20%	-50%	-18%	-49%	-26%	-100%	-100%	-100%
展覽 Exposição/exibição	35	687 458	3.3	29	641 048	3.2	6	46 410	3.8
	2011 r								
	2012								
	變動 / Variação / Change	20%	31%	17%	32%	-8%	33%	21%	14%

11. 按主題劃分的會展活動主要統計 (2012年首三季)
 PRINCIPAIS ESTATÍSTICAS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES POR TEMA - TRÊS PRIMEIROS TRIMESTRES DE 2012
 PRINCIPAL STATISTICS ON MICE EVENTS BY SUBJECT - FIRST THREE QUARTERS 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)	
	2011	2012	變動 / Variação / Change	2011	2012	變動 / Variação / Change	2011	2012	變動 / Variação / Change	2011	2012	變動 / Variação / Change	2011	2012	變動 / Variação / Change	2011	2012	變動 / Variação / Change
總數 Total	773	769 929	-6%	728	991 602	29%	2.1	2.1	0%	669	716 894	7%	104	85	-18%	53 035	62 095	17%
銀行及金融 Actividades bancária e financeira Banking & Finance	70	24 105	2.1	64	3 227	1.7	2.1	1.7	70	24 105	2.1	3	316	1	-	-	-	-
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	367	495 949	2.1	322	705 553	2.1	2.1	2.1	318	486 289	2.3	49	9 660	1.1	-24%	9 660	1.1	1.1
教育及培訓 Educação e formação Education & Training	34	11 819	1.4	47	16 511	1.5	1.4	1.5	21	1 063	1.3	13	10 756	1.4	-15%	10 756	1.4	1.4
資訊及其他科技 Informática e outras tecnologias IT & Other Technology	106	166 873	2.4	88	137 339	1.9	2.4	1.9	104	166 703	2.4	2	170	1.0	50%	170	1.0	1.0
醫療健康 Saúde Medical & Health	64	14 499	2.4	71	14 198	1.9	2.4	1.9	61	14 189	2.5	3	310	1.0	-5%	310	1.0	1.0
旅遊 Turismo Travel & Tourism	72	8 294	2.0	69	4 003	1.6	2.0	1.6	60	7 640	2.1	12	654	1.3	-25%	654	1.3	1.3
文化及藝術 Cultura e artes Culture & Arts	28	39 739	2.1	18	101 400	3.1	2.1	3.1	19	9 422	2.1	9	30 317	2.2	-42%	30 317	2.2	2.2
司法及法律 Justiça e direito Judiciary & Law	11	1 015	1.5	11	1 409	1.0	1.5	1.0	7	705	1.9	4	310	1.0	33%	310	1.0	1.0
其他 Outros Others	21	7 636	1.8	38	7 962	1.6	1.8	1.6	9	6 778	1.9	12	858	1.8	4%	858	1.8	1.8

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 年首三季)
 Nº DE EXPOSITORES E PARTICIPANTES PROFISSIONAIS DAS EXPOSIÇÕES/EXIBIÇÕES FORNECIDOS PELOS ORGANIZADORES INQUIRIDOS POR TEMA - TRÊS PRIMEIROS TRIMESTRES DE 2012
 No. OF EXHIBITORS AND PROFESSIONAL VISITORS OF EXHIBITIONS PROVIDED BY INTERVIEWED EXHIBITION ORGANISERS BY SUBJECT OF EVENT- FIRST THREE QUARTERS OF 2012

主題 Tema Subject	參展商 Expositores Exhibitors				專業觀眾 Participantes profissionais Professional Visitors						
	展覽主辦 機構數目 Nº de organizadores de exposições No. of Exhibition Organisers	澳門 Macao Macao	香港 Hong Kong Hong Kong	中國大陸 China Continental Mainland China	其他 Outras Others	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	變動 / Variação / Change	總數 Total	變動 / Variação / Change	總數 Total	變動 / Variação / Change	總數 Total	變動 / Variação / Change		
總數	30	4 820	2 194	543	1 511	572	38 234	21 044	6 078	8 058	3 054
Total	39	4 610	1 648	1 023	1 112	827	60 035	33 607	8 397	12 042	5 989
	30%	-4%	-25%	88%	-26%	45%	57%	60%	38%	49%	96%
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	20	2 234	1 043	299	536	356	23 533	12 097	3 799	4 983	2 654
	25	3 313	1 188	773	723	629	47 172	26 300	6 128	9 177	5 567
	25%	48%	14%	159%	35%	77%	100%	117%	61%	84%	110%
其他 Outros Others	10	2 586	1 151	244	975	216	14 701	8 947	2 279	3 075	400
	14	1 297	460	250	389	198	12 863	7 307	2 269	2 865	422
	40%	-50%	-60%	2%	-60%	-8%	-13%	-18%	0[#]	-7%	5%

13. 按主題劃分受訪展覽主辦機構的收益及支出 (2012 年首三季)
 RECEITAS E DESPESAS DAS ENTIDADES ORGANIZADORAS DAS EXPOSIÇÕES/EXIBIÇÕES INQUIRIDAS POR TEMA - TRÊS PRIMEIROS TRIMESTRES DE 2012
 REVENUE AND EXPENDITURE OF THE INTERVIEWED EXHIBITION ORGANISERS BY SUBJECT OF EVENT- FIRST THREE QUARTERS OF 2012

主題 Tema Subject	總收益 Total Revenue				總支出 Total Expenditure							
	展覽主辦 機構數目 Nº de organizadores de exposições No. of Exhibition Organisers	參展攤位租金 Renda da cabina destinada à exposição/exibição Rental of Exhibition 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	參展攤位租金 Renda das instalações Rental for Venue	宣傳及公關 Publicidade, promoção e relações públicas Advertising, Promotion & Public Relations	住宿 Alajamento 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		
		總數 Total	變動 / Variação / Change	總數 Total	變動 / Variação / Change	總數 Total	變動 / Variação / Change	總數 Total	變動 / Variação / Change	總數 Total	變動 / Variação / Change	
總數	30	36 071	26 911	7 226	1 934	68 949	9 909	15 439	7 148	4 988	12 208	19 257
Total	39	69 925	35 143	33 458	1 324	15 550	21 324	21 324	11 948	8 528	20 968	18 775
	30%	94%	31%	363%	-32%	41%	57%	38%	67%	71%	72%	-3%
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	20	29 667	24 035	3 786	1 845	34 811	6 314	9 370	2 332	2 229	7 549	7 017
	25	62 595	30 080	31 505	1 010	59 988	11 320	13 934	7 165	3 698	10 608	13 264
	25%	111%	25%	732%	-45%	72%	79%	49%	207%	66%	41%	89%
其他 Outros Others	10	6 404	2 876	3 440	88	34 138	3 594	6 069	4 816	2 760	4 659	12 240
	14	7 330	5 062	1 954	314	37 105	4 230	7 390	4 783	4 830	10 361	5 511
	40%	14%	76%	-43%	255%	9%	18%	22%	-1%	75%	122%	-55%

[#] 包括“貨物運輸”等支出
 Incluem 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年首三季)
RECEITAS E DESPESAS DOS EXPOSITORES INQUIRIDOS POR TEMA - TRÊS PRIMEIROS TRIMESTRES DE 2012
REVENUE AND EXPENDITURE OF THE INTERVIEWED EXHIBITORS BY SUBJECT OF EVENT - FIRST THREE QUARTERS OF 2012

主題 Tema Subject	參展商數目 Nº de expositores No. of Exhibitors	總收益 Recettas totais			總支出 Despesas totais			千澳門元 '000 MOP		
		總數 Total	直接銷售商品 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 Exhibition Booth		場地佈置及搭建 Custo da montagem e decoração Construction & Decoration	其他 ^a Outras Others
參展商 Expositores Exhibitor										
	2011	239	9 655	8 971	387	297	5 109	3 065	982	1 062
	2012	415	25 393	24 431	961	-	9 648	6 477	1 150	2 021
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management	2011 ^r	145	7 200	6 905	293	3	3 792	2 393	701	698
	2012	260	14 873	14 409	464	-	6 994	4 792	718	1 484
教育及培訓 Educação e formação Education & Training	2011	22	302	9	-	294	181	91	22	68
	2012	44	-	-	-	-	330	224	17	88
資訊及其他科技 Informática e outras tecnologias IT & Other Technology	2011	19	1 065	1 002	63	-	553	294	142	116
	2012	23	1 315	1 217	98	-	478	406	13	59
文化及藝術 Cultura e artes Culture & Arts	2011 ^r	21	749	749	-	-	116	84	0 [#]	33
	2012	33	888	817	71	-	951	796	6	148
其他 Outros Others	2011	32	339	307	32	-	466	204	116	146
	2012	55	8 316	7 988	328	-	897	258	396	242

^a 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"