

## MICE STATISTICS

### 4<sup>TH</sup> QUARTER/2012

A total of 294 MICE events were held in the fourth quarter of 2012, an increase of 22 events year-on-year, of which 263 events were held in paid venues. Total number of participants and attendees increased by 22% year-on-year to 621,359. There were 19 exhibitions held in the fourth quarter, an increase of 3 exhibitions year-on-year; number of attendees increased by 22% to 586,489. Meanwhile, the other 275 meetings and conferences had 34,870 participants.

For the whole year of 2012, a total of 1,022 MICE events were held, down by 23 events year-on-year. Total number of participants and attendees increased by 26% year-on-year to 1,612,961, of which 1,489,933 attendees were attracted by the 61 exhibitions, up by 28%.

#### 1 - Principal Data

	Q4/2011	Q4/2012	Change (%)	2011	2012	Change (%)
<b>Total No. of Events</b>	<b>272</b>	<b>294</b>	<b>8</b>	<b>1 045</b>	<b>1 022</b>	<b>-2</b>
Meeting	256	275	7	994	961	-3
Exhibition	16	19	19	51	61	20
<b>Total No. of Participants</b>	<b>508 125</b>	<b>621 359</b>	<b>22</b>	<b>1 278 054</b>	<b>1 612 961</b>	<b>26</b>
Meeting	28 300	34 870	23	110 771	123 028	11
Exhibition	479 825	586 489	22	1 167 283	1 489 933	28

As regards subject of event, in the fourth quarter of 2012, 131 MICE events focused on Commerce, Trade & Management (45% of total), 36 on IT & Other Technology. Analysed by type, 174 events were Corporate Meetings (59% of total) and 53 were Association Meetings.

In accordance with the information collected from 15 exhibition organizers in the fourth quarter of 2012, there were 11 repeated exhibitions that were previously held in Macao. The major reasons for selecting Macao as the exhibition destination were “business operation in Macao” (73%) and “expanding local market” (40%).

#### 2 - Reasons for Selecting Macao as Exhibition Destination

Reasons (multiple reasons allowed)	Number of organizers	Percentage (%)
Business operation in Macao	11	73
Expanding local market	6	40
Easy access from abroad	5	33
Others	4	27

The 15 exhibitions held in the fourth quarter attracted 1,967 exhibitors, of which 41% were from Mainland China, while those from Macao and Hong Kong shared 25% and 20% respectively. Besides, there were 19,720 professional visitors, with the majority coming from Macao (43%) and Mainland China (28%).

In the fourth quarter of 2012, revenue of the exhibition organizers decreased by 4% year-on-year to MOP85.16 million, mostly from the Financial Support from Government and Other Organizations (89% of total). Expenditure amounted to MOP130.67 million, up by 19% year-on-year, with expenses on Production, Construction & Decoration Services; and Advertising, Promotion & Public Relations accounting for 26% and 13% of the total respectively. In 2012, revenue and expenditure of the exhibition organizers amounted to MOP155.09 million and MOP234.00 million respectively.

### 3 - Revenue and Expenditure of Exhibition Organizers

	'000 MOP					
	Q4/2011 <sup>r</sup>	Q4/2012	Change (%)	2011 <sup>r</sup>	2012	Change (%)
<b>Revenue</b>	<b>88 262</b>	<b>85 161</b>	<b>-4</b>	<b>124 334</b>	<b>155 086</b>	<b>25</b>
Rental of Exhibition Booth	15 704	8 603	-45	42 616	43 746	3
Financial Support from Government and Other Organizations	69 955	75 593	8	77 181	109 051	41
Others	2 604	965	-63	4 537	2 289	-50
<b>Expenditure</b>	<b>109 450</b>	<b>130 666</b>	<b>19</b>	<b>178 400</b>	<b>234 004</b>	<b>31</b>
Rental for Venue	12 619	10 912	-14	22 527	26 462	17
Advertising, Promotion & Public Relations	14 989	17 311	15	30 428	39 731	31
Accommodation	13 728	12 277	-11	20 876	23 832	14
Food & Beverage	5 087	5 257	3	10 075	13 630	35
Production, Construction & Decoration Services	25 789	33 478	30	37 997	53 718	41
Others (including Freight, etc.)	37 239	51 430	38	56 496	76 630	36

Information from 247 exhibitors interviewed showed that revenue of the exhibitors amounted to MOP28.37 million in the fourth quarter of 2012, with 98% coming from Sales of Products. Expenditure amounted to MOP8.43 million, of which Rental for Exhibition Booth and Construction & Decoration accounted for 43% and 33% respectively. In 2012, revenue and expenditure of the interviewed exhibitors totalled MOP53.76 million and MOP18.08 million respectively.

### 4 - Revenue and Expenditure of Interviewed Exhibitors

	'000 MOP			
	Q4/2011	Q4/2012	2011	2012
<b>Revenue</b>	<b>11 051</b>	<b>28 369</b>	<b>20 705</b>	<b>53 761</b>
Sales of Products	10 344	27 933	19 314	52 365
Financial Support from Government and Other Organizations	707	436	1 094	1 397
Others	-	-	297	-
<b>Expenditure</b>	<b>11 027</b>	<b>8 429</b>	<b>16 136</b>	<b>18 077</b>
Rental for Exhibition Booth	4 744	3 600	7 809	10 078
Construction & Decoration	3 021	2 798	4 003	3 948
Others (including Advertising, Promotion & Public Relations, Freight, etc.)	3 262	2 030	4 324	4 052

## 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 person-in-charge of the venue 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 organizers. 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 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 organization. Usually, travel, accommodation and meal expenses of the attendees are paid for by the organization.

**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 organizational 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 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4季)  
 PRINCIPAIS ESTATÍSTICAS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES POR TIPO - 4º TRIMESTRE DE 2012  
 PRINCIPAL STATISTICS ON MICE EVENTS BY TYPE - 4<sup>TH</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)	
總數 Total	272	508 125	1.9	236	484 158	2.0	36	23 967	1.4	
2011	294	621 359	2.1	263	575 305	2.2	31	46 054	1.7	
2012	8%	22%	9%	11%	19%	8%	-14%	92%	19%	
變動/ Variação / Change										
會議 Reunião Meeting	256	28 300	1.8	222	25 658	1.9	34	2 642	1.2	
2011	275	34 870	2.0	247	33 016	2.1	28	1 854	1.4	
2012	7%	23%	10%	11%	29%	9%	-18%	-30%	15%	
變動/ Variação / Change										
政府會議 Reunião do Governo Government Meeting	20	1 911	1.5	6	1 269	2.2	14	642	1.2	
2011	24	1 894	1.3	15	1 485	1.5	9	409	1.1	
2012	20%	-1%	-11%	150%	17%	-32%	-36%	-36%	-8%	
變動/ Variação / Change										
協會或組織會議 Reunião da associação/organização Association Meeting	55	6 613	1.4	39	5 546	1.4	16	1 067	1.2	
2011	53	6 524	1.4	41	5 650	1.5	12	874	1.0	
2012	-4%	-1%	1%	5%	2%	4%	-25%	-18%	-16%	
變動/ Variação / Change										
公司會議 Reunião da sociedade Corporate Meeting	158	15 984	2.0	158	15 984	2.0	-	-	-	
2011	174	14 687	2.2	173	14 665	2.2	1	22	1.0	
2012	10%	-8%	10%	9%	-8%	10%	..	..	..	
變動/ Variação / Change										
大型會議 Conferência Conference	8	1 970	1.6	4	1 037	2.0	4	933	1.3	
2011	14	10 231	3.8	8	9 682	4.6	6	549	2.7	
2012	75%	419%	133%	100%	834%	132%	50%	-41%	114%	
變動/ Variação / Change										
獎勵會議 Reunião incentivo Incentive Meeting	15	1 822	2.5	15	1 822	2.5	-	-	-	
2011	10	1 534	1.9	10	1 534	1.9	-	-	-	
2012	-33%	-16%	-23%	-33%	-16%	-23%	..	..	..	
變動/ Variação / Change										
展覽 Exposição/exibição Exhibition	16	479 825	3.7 <sup>r</sup>	14	458 500	3.4	2	21 325	5.5	
2011	19	586 489	3.5	16	542 289	3.3	3	44 200	4.7	
2012	19%	22%	-4%	14%	18%	-3%	50%	107%	-15%	
變動/ Variação / Change										

6. 按主題劃分的會展活動主要統計 (2012年第4季)  
PRINCIPAL STATISTICS ON MICE EVENTS BY SUBJECT - 4<sup>TH</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)	
總數 Total	272	508 125	1.9	236	484 158	2.0	36	23 967	1.4	
	294	621 359	2.1	263	575 305	2.2	31	46 054	1.7	
	8%	22%	9%	11%	19%	8%	-14%	92%	19%	
銀行及金融 Actividades bancária e financeira	31	2 148	1.9	31	2 148	1.9	-	-	-	
2012	28	3 550	2.2	28	3 550	2.2	-	-	-	
變動/Variação/Change	-10%	65%	18%	-10%	65%	18%	..	..	..	
商業、貿易及管理 Comércio e gestão	116	427 676	2.1	107	427 029	2.1	9	647	1.1	
2012	131	503 945	2.1	126	503 778	2.2	5	167	1.2	
變動/Variação/Change	13%	18%	4%	18%	18%	2%	-44%	-74%	8%	
教育及培訓 Educação e formação	10	852	1.4	4	170	1.5	6	682	1.3	
2012	18	9 245	1.9	14	8 861	1.9	4	384	2.0	
變動/Variação/Change	80%	985%	39%	250%	5 112%	29%	-33%	-44%	50%	
資訊及其他科技 Informática e outras tecnologias	35	18 102	2.0	32	17 627	2.1	3	475	1.0	
2012	36	14 642	2.6	31	14 243	2.7	5	399	1.6	
變動/Variação/Change	3%	-19%	31%	-3%	-19%	33%	67%	-16%	60%	
醫療健康 Saúde	28	7 880	1.9	25	7 413	2.0	3	467	1.3	
2012	30	9 126	1.8	28	9 065	1.9	2	61	1.0	
變動/Variação/Change	7%	16%	-5%	12%	22%	-6%	-33%	-87%	-25%	
旅遊 Turismo	25	27 510	1.7	20	27 305	1.9	5	205	1.0	
2012	11	31 112	2.1	10	31 064	2.2	1	48	1.0	
變動/Variação/Change	-56%	13%	24%	-50%	14%	19%	-80%	-77%	0%	
文化及藝術 Cultura e artes	8	21 567	2.3	4	402	1.3	4	21 165	3.3	
2012	15	47 736	2.7	7	3 205	2.9	8	44 531	2.5	
變動/Variação/Change	88%	121%	19%	75%	697%	129%	100%	110%	-24%	
司法及法律 Justiça e direito	9	824	1.6	8	744	1.6	1	80	1.0	
2012	2	175	1.5	1	85	1.0	1	90	2.0	
變動/Variação/Change	-78%	-79%	-4%	-88%	-89%	-39%	-	13%	100%	
其他 Outros	10	1 566	1.7	5	1 320	1.8	5	246	1.6	
2012	23	1 828	1.3	18	1 454	1.3	5	374	1.2	
變動/Variação/Change	130%	17%	-24%	260%	10%	-26%	-	52%	-25%	

## 7. 按主題劃分受訪主辦機構提供的參展商及專業觀眾數目 (2012年第4季)

Nº DE EXPOSITORES E PARTICIPANTES PROFISSIONAIS DAS EXPOSIÇÕES EXIBIÇÕES FORNECIDOS PELOS ORGANIZADORES INQUIRIDOS POR TEMA - 4º TRIMESTRE DE 2012  
NO. OF EXHIBITORS AND PROFESSIONAL VISITORS OF EXHIBITIONS PROVIDED BY INTERVIEWED EXHIBITION ORGANISERS BY SUBJECT OF EVENT- 4<sup>TH</sup> QUARTER OF 2012

主題 Tema Subject	展覽主辦機構數目 Nº de organizadores de exposições No. of 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 Mainland China	其他 Outros Others	總數 Total	澳門 Macao	香港 Hong Kong	中國大陸 China Mainland China	其他 Outros Others	數目 Nº	No.
總數 Total	15	2 550	705	265	1 264	316	23 793	10 932	2 884	6 687	3 290	
變動 / Variação / Change	15	1 967	491	395	804	277	19 720	8 502	3 564	5 484	2 170	
商業、貿易及管理 Comércio e gestão	10	1 756	456	185	842	273	20 645	9 680	2 454	5 985	2 526	
變動 / Variação / Change	11	1 800	434	334	786	246	19 180	8 321	3 459	5 408	1 992	
其他 Outros	5	794	249	80	422	43	3 148	1 252	430	702	764	
變動 / Variação / Change	4	167	57	61	18	31	540	181	105	76	178	
其他 Outros	-	-	-	-	-	-	-	-	-	-	-	
變動 / Variação / Change	-	-2.3%	-30%	49%	-36%	-12%	-17%	-22%	24%	-18%	-34%	
變動 / Variação / Change	10%	3%	-5%	81%	-7%	-10%	-7%	-14%	41%	-10%	-21%	
變動 / Variação / Change	-20%	-79%	-77%	-24%	-96%	-28%	-83%	-86%	-76%	-89%	-77%	

## 8. 按主題劃分受訪展覽主辦機構的收益及支出 (2012年第4季)

RECEITAS E DESPESAS DAS ENTIDADES ORGANIZADORAS DAS EXPOSIÇÕES EXIBIÇÕES INQUIRIDAS POR TEMA - 4º TRIMESTRE DE 2012  
REVENUE AND EXPENDITURE OF THE INTERVIEWED EXHIBITION ORGANISERS BY SUBJECT OF EVENT- 4<sup>TH</sup> QUARTER OF 2012

主題 Tema Subject	收益 Recetas Revenue			支出 Despesas Expenditure								
	總數 Total	參展攤位租金 Renda da cabina destinada a 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 Outros	場地租金 Renda das instalações Rental for Venue	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	展場製作及佈置 Serviço de produção e construção de cabina Production, Construction & Decoration Services	其他 <sup>a</sup> Outros	
												變動 / Variação / Change
展覽主辦機構 Entidades organizadoras de exposições/exibições Exhibition Organiser	15	88 262	15 704	69 955	2 604	109 450	12 619	14 989	13 728	5 087	25 789	37 239
變動 / Variação / Change	15	85 161	8 603	75 593	965	130 666	10 912	17 311	12 277	5 257	33 478	51 430
商業、貿易及管理 Comércio e gestão	10	82 183	12 836	67 465	1 882	104 851	11 901	14 321	13 282	4 608	24 169	36 569
變動 / Variação / Change	11	81 891	7 622	74 168	101	128 001	10 695	16 593	12 217	4 930	32 725	50 841
其他 Outros	5	6 080	2 868	2 489	722	4 599	717	667	445	479	1 620	670
變動 / Variação / Change	4	3 270	981	1 425	864	2 665	217	719	60	327	753	588
其他 Outros	-	-	-	-	-	-	-	-	-	-	-	-
變動 / Variação / Change	-	-4%	-45%	8%	-63%	19%	-14%	15%	-11%	3%	30%	38%
變動 / Variação / Change	10%	0 <sup>a</sup>	-41%	10%	-95%	22%	-10%	16%	-8%	7%	35%	39%
變動 / Variação / Change	-20%	-46%	-66%	-43%	20%	-42%	-70%	8%	-87%	-32%	-53%	-12%

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

9. 按主題劃分受訪展覽參展商的收益及支出 (2012年第四季)  
RECEITAS E DESPESAS DOS EXPOSITORES INQUIRIDOS POR TEMA - 4º TRIMESTRE DE 2012  
REVENUE AND EXPENDITURE OF THE INTERVIEWED EXHIBITORS BY SUBJECT OF EVENT - 4<sup>TH</sup> QUARTER OF 2012

參展商 Expositores Exhibitor	主題 Tema Subject	參展商數目 Nº de expositores No. of Exhibitors	收益 Receitas Revenue			支出 Despesas Expenditure					
			總數 Total	直接銷售產品 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	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 <sup>a</sup> Outras Others		
			千澳門元 '000 MOP								
參展商 Expositores Exhibitor			213	11 051	10 344	707	-	11 027	4 744	3 021	3 262
		2011									
		2012	247	28 369	27 933	436	-	8 429	3 600	2 798	2 030
		變動 / Variação / Change	16%	157%	170%	-38%	..	-24%	-24%	-7%	-38%
商業、貿易及管理 Comércio e gestão Commerce, Trade & Management			179	10 114	9 470	644	-	8 843	3 997	2 585	2 260
		2011									
		2012	219	27 793	27 368	426	-	7 447	3 078	2 521	1 848
		變動 / Variação / Change	22%	175%	189%	-34%	..	-16%	-23%	-3%	-18%
資訊及其他科技 Informática e outras tecnologias IT & Other Technology			15	499	435	64	-	1 302	510	418	373
		2011									
		2012	5	360	350	10	-	560	182	266	112
		變動 / Variação / Change	-67%	-28%	-20%	-84%	..	-57%	-64%	-36%	-70%
文化及藝術 Cultura e artes Culture & Arts			6	439	439	-	-	26	18	-	9
		2011									
		2012	6	105	105	-	-	30	22	-	7
		變動 / Variação / Change	-	-76%	-76%	..	..	13%	26%	..	-13%
其他 Outros Others			13	-	-	-	-	856	219	17	620
		2011									
		2012	17	111	111	-	-	392	317	12	62
		變動 / Variação / Change	31%	..	..	..	..	-54%	45%	-29%	-90%

<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 de mercadorias”  
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)  
PRINCIPAL STATISTICS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES POR TIPO EM 2012  
PRINCIPAL STATISTICS ON MICE EVENTS BY TYPE - 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)
總數 Total	2011 2012	1 278 054 1 612 961	2.1 2.0	905 906	1 201 052 1 504 812	2.2 2.0	140 116	77 002 108 149	1.4 1.6
		-2%	-4%	0#	25%	-6%	-17%	40%	16%
會議	2011 2012	994 961	2.0 1.9	862 856	101 504 115 260	2.1 2.0	132 105	9 267 7 768	1.2 1.3
Reunião Meeting		-3%	-5%	-1%	14%	-7%	-20%	-16%	8%
政府會議	2011 2012	109 80	1.3 1.3	9 974 5 937	6 241 4 020	1.6 1.5	68 37	3 733 1 917	1.2 1.0
Reunião do Governo Government Meeting		-27%	-2%	-40%	-36%	-3%	-46%	-49%	-13%
協會或組織會議	2011 2012	151 163	1.3 1.3	13 790 16 429	9 863 12 517	1.3 1.4	55 50	3 927 3 912	1.2 1.2
Reunião da associação/organização Association Meeting		8%	6%	19%	27%	7%	-9%	0#	0#
公司會議	2011 2012	643 634	2.2 2.0	55 129 75 533	641 628	2.2 2.0	2 6	54 240	1.0 1.8
Reunião da sociedade Corporate Meeting		-1%	-7%	37%	-2%	-7%	200%	344%	83%
大型會議	2011 2012	30 37	2.4 3.1	17 400 17 284	24 25	2.6 3.5	6 12	1 353 1 699	1.7 2.3
Conferência Conference		23%	30%	-1%	4%	36%	100%	26%	35%
獎勵會議	2011 2012	61 47	2.8 2.1	14 478 7 845	60 47	2.8 2.1	1 -	200 -	1.0 -
Reunião incentivo Incentive Meeting		-23%	-25%	-46%	-45%	-25%	-100%	-100%	-100%
展覽	2011 2012	51 61	3.5 3.3	1 167 283 1 489 933	43 50	3.3 3.1	8 11	67 735 100 381	4.3 4.5
Exposição/exibição Exhibition		20%	-3%	28%	16%	-7%	38%	48%	5%

11. 按主題劃分的會展活動主要統計 (2012年)  
 PRINCIPAL ESTATÍSTICAS SOBRE REUNIÕES, CONFERÊNCIAS E EXPOSIÇÕES POR TEMA EM 2012  
 PRINCIPAL STATISTICS ON MICE EVENTS BY SUBJECT - 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)	
總數 Total	1 045	1 278 054	2.1		905	1 201 052	2.2		140	77 002	1.4	
2011	1 022	1 612 961	2.0		906	1 504 812	2.0		116	108 149	1.6	
2012	-2%	26%	-4%		0 <sup>#</sup>	25%	-6%		-17%	40%	16%	
變動/Variação/Change												
銀行及金融 Actividades bancária e financeira	101	26 253	2.0		101	26 253	2.0		-	-	-	
2011	92	6 777	1.9		89	6 461	1.9		3	316	1.0	
2012	-9%	-74%	-9%		-12%	-75%	-7%		..	..	..	
變動/Variação/Change												
商業、貿易及管理 Comércio e gestão	484	923 775	2.1	r	426	913 468	2.2		58	10 307	1.1	
2011	453	1 209 498	2.1		412	1 201 976	2.2		41	7 522	1.3	
2012	-6%	31%	2%		-3%	32%	0 <sup>#</sup>		-29%	-27%	20%	
變動/Variação/Change												
教育及培訓 Educação e formação	44	12 671	1.4		25	1 233	1.4		19	11 438	1.4	
2011	65	25 756	1.6		50	14 115	1.6		15	11 641	1.5	
2012	48%	103%	19%		100%	1 045%	21%		-21%	2%	12%	
變動/Variação/Change												
資訊及其他科技 Informática e outras tecnologias	140	184 825	2.3	r	135	184 180	2.3		5	645	1.0	
2011	124	151 981	2.1		116	151 257	2.1		8	724	1.6	
2012	-11%	-18%	-8%		-14%	-18%	-9%		60%	12%	63%	
變動/Variação/Change												
醫療健康 Saúde	92	22 379	2.3		86	21 602	2.4		6	777	1.2	
2011	101	23 324	1.9		95	22 613	1.9		6	711	1.8	
2012	10%	4%	-17%		10%	5%	-20%		-	-8%	56%	
變動/Variação/Change												
旅遊 Turismo	97	35 804	1.9		80	34 945	2.0		17	859	1.2	
2011	80	35 115	1.7		70	34 806	1.8		10	309	1.0	
2012	-18%	-2%	-12%		-13%	0 <sup>#</sup>	-13%		-41%	-64%	-19%	
變動/Variação/Change												
文化及藝術 Cultura e artes	36	61 306	2.1		23	9 824	1.9		13	51 482	2.5	
2011	33	149 136	2.9		18	63 922	2.8		15	85 214	3.1	
2012	-8%	143%	36%		-22%	551%	46%		15%	66%	21%	
變動/Variação/Change												
司法及法律 Justiça e direito	20	1 839	1.6		15	1 449	1.7		5	390	1.0	
2011	13	1 584	1.1		9	1 164	1.0		4	420	1.3	
2012	-35%	-14%	-30%		-40%	-20%	-42%		-20%	8%	25%	
變動/Variação/Change												
其他 Outros	31	9 202	1.8		14	8 098	1.9		17	1 104	1.7	
2011	61	9 790	1.5		47	8 498	1.5		14	1 292	1.2	
2012	97%	6%	-18%		236%	5%	-18%		-18%	17%	-29%	
變動/Variação/Change												

12. 按主題劃分受訪主辦機構提供的參展商及專業觀眾數目 (2012年)  
 N° DE EXPOSITORES E PARTICIPANTES PROFISSIONAIS DAS EXPOSIÇÕES/EXIBIÇÕES FORNECIDOS PELOS ORGANIZADORES INQUIRIDOS POR TEMA EM 2012  
 NO. OF EXHIBITORS AND PROFESSIONAL VISITORS PROVIDED BY INTERVIEWED EXHIBITION ORGANISERS BY SUBJECT OF EVENT - 2012

主題 Tema Subject	展覽主辦 機構數目 N° de organizadores de exposições No. of Exhibition Organisers	參展商 Expositors Exhibitors				專業觀眾 Participantes profissionais Professional Visitors					
		總數 Total	澳門 Macao Macao	香港 Hong Kong	中國大陸 China Continental Mainland China	其他 Outros Others	總數 Total	澳門 Macao Macao	香港 Hong Kong	中國大陸 China Continental Mainland China	其他 Outros Others
		數目 No.	數目 No.	數目 No.	數目 No.	數目 No.	數目 No.	數目 No.	數目 No.	數目 No.	數目 No.
總數 Total	45	7 370	2 899	808	2 775	888	62 027	31 976	8 962	14 745	6 344
		54	6 577	2 139	1 418	1 104	79 755	42 109	11 961	17 526	8 159
			- 11%	- 26%	75%	- 31%	29%	32%	33%	19%	29%
商業、貿易及管理 Comércio e gestão	30	3 990	1 499	484	1 378	629	44 178	21 777	6 253	10 968	5 180
		36	5 113	1 622	1 107	875	66 352	34 621	9 587	14 585	7 559
			28%	8%	129%	10%	50%	59%	53%	33%	46%
其他 Outros	15	3 380	1 400	324	1 397	259	17 849	10 199	2 709	3 777	1 164
		18	1 464	517	311	407	13 403	7 488	2 374	2 941	600
			- 57%	- 63%	- 4%	- 71%	- 25%	- 27%	- 12%	- 22%	- 48%

13. 按主題劃分受訪展覽主辦機構的收益及支出 (2012年)  
 RECEITAS E DESPESAS DAS ENTIDADES ORGANIZADORAS DAS EXPOSIÇÕES/EXIBIÇÕES INQUIRIDAS POR TEMA EM 2012  
 REVENUE AND EXPENDITURE OF THE INTERVIEWED EXHIBITION ORGANISERS BY SUBJECT OF EVENT - 2012

主題 Tema Subject	展覽主辦 機構數目 N° de organizadores de exposições No. of Exhibition Organisers	收益 Receitas Revenue				支出 Despesas Expenditure						
		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 Outros Others	總數 Total	場地租金 Renda das instalações Venue Rental for	宣傳及公關 Publicidade, promoção e relações públicas Advertising Promotion & Public Relations	住宿 Alojamento Accommodation	飲食 Alimentação Food & Beverage	展場製作及佈置 Serviço de produção e construção de cabina Production & Decoration Services	其他 <sup>a</sup> Outros Others
		千澳門元 '000 MOP	千澳門元 '000 MOP	千澳門元 '000 MOP	千澳門元 '000 MOP	千澳門元 '000 MOP	千澳門元 '000 MOP	千澳門元 '000 MOP	千澳門元 '000 MOP	千澳門元 '000 MOP	千澳門元 '000 MOP	千澳門元 '000 MOP
總數 Total	45	124 334	42 616	77 181	4 537	178 400	22 527	30 428	20 876	10 075	56 496	
		54	155 086	43 746	109 051	2 289	234 004	26 462	39 731	23 832	76 630	
			25%	3%	41%	- 50%	31%	17%	14%	35%	36%	
商業、貿易及管理 Comércio e gestão	30	111 850	36 871	71 252	3 727	139 662	18 216	23 691	15 614	6 837	43 586	
		36	144 486	37 703	105 673	1 111	188 478	22 015	30 527	19 382	64 594	
			29%	2%	48%	- 70%	35%	21%	24%	26%	48%	
其他 Outros	15	12 484	5 744	5 929	810	38 737	4 312	6 736	5 262	3 239	12 910	
		18	10 599	6 043	3 379	1 178	45 525	4 447	9 205	4 450	12 036	
			- 15%	5%	- 43%	45%	18%	37%	- 15%	54%	- 7%	

<sup>a</sup> 包括“貨物運輸”等支出  
 Incluem despesas de "transporte de mercadorias", etc.  
 including expenses on "Freight", etc.

14. 按主題劃分受訪展覽參展商的收入及支出(2012年)  
RECEITAS E DESPESAS DOS EXPOSITORES INQUIRIDOS POR TEMA EM 2012  
REVENUE AND EXPENDITURE OF THE INTERVIEWED EXHIBITORS BY SUBJECT OF EVENT - 2012

主題 Topic Subject	參展商數目 Nº de expositores No. of Exhibitors	收益 Recettas			支出 Despesas				
		總數 Total	直接銷售產品 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 Outros 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 <sup>a</sup> Outros Others
千澳門元 '000 MOP									
參展商 Expositores	452	20 705	19 314	1 094	297	16 136	7 809	4 003	4 324
Exhibitor	662	53 761	52 365	1 397	-	18 077	10 078	3 948	4 052
	46%	160%	171%	28%	-100%	12%	29%	-1%	-6%
變動 / Variação / Change									
商業、貿易及管理 Comércio e gestão	324	17 314	16 375	936	3	12 635	6 390	3 287	2 958
Commerce, Trade & Management	479	42 666	41 777	890	-	14 441	7 871	3 238	3 332
	48%	146%	155%	-5%	-100%	14%	23%	-1%	13%
變動 / Variação / Change									
教育及培訓 Educação e formação	22	302	9	-	294	181	91	22	68
Education & Training	54	-	-	-	-	473	316	24	132
	145%	-100%	-100%	..	-100%	161%	248%	11%	93%
資訊及其他科技 Informática e outras tecnologias	34	1 563	1 437	127	-	1 855	804	560	490
IT & Other Technology	28	1 675	1 567	108	-	1 038	588	278	171
	-18%	7%	9%	-15%	..	-44%	-27%	-50%	-65%
變動 / Variação / Change									
文化及藝術 Cultura e artes	27	1 187	1 187	-	-	143	101	0 <sup>#</sup>	41
Culture & Arts	39	993	922	71	-	981	819	6	156
	44%	-16%	-22%	..	..	586%	707%	1 965%	279%
變動 / Variação / Change									
其他 Outros	45	339	307	32	-	1 323	422	134	767
Others	62	8 427	8 099	328	-	1 146	484	401	261
	38%	2 388%	2 537%	941%	..	-13%	14%	200%	-66%
變動 / Variação / Change									

<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 de mercadorias".  
Including expenses on "Advertising, Promotion & Public Relations" and "Freight".