

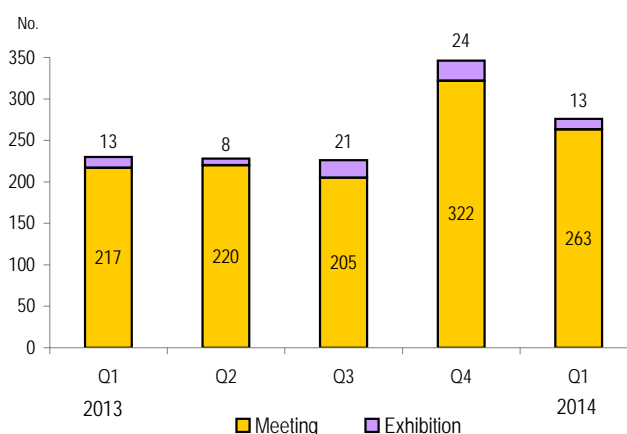
- A total of 276 MICE events were held, bringing 304,000 participants and attendees, up significantly by 20% and 50% year-on-year. Total floor area used reached 223,000 m². There were 263 meetings and conferences, with 81% being participants of conferences and corporate meetings.
- Number of attendees to the 13 exhibitions surged by 51% year-on-year to 264,000. The average floor area used per exhibition was 3,605 m².
- Information from 10 exhibition organizers indicated that 247 full-time staff were engaged; moreover, 953 exhibitors participated in the exhibitions setting up a total of 1,371 booths, with an average of 1.4 booths per exhibitor. Professional visitors totalled 5,028, coming mainly from Macao (42%) and Mainland China (27%).

Principal Indicators

	Current Quarter	Same Quarter Last Year	Year-on-year Change
Meeting	263	217	21 %
No. of Participants ('000)	40	29	39 %
Average Duration (day)	2.1	2.2	-0.1 day
Floor Area Used ('000 m ²)	176	125	41 %
Exhibition	13	13	-
No. of Attendees ('000)	264	175	51 %
Average Duration (day)	2.8	2.7	0.1 day
Floor Area Used ('000 m ²)	47	36	29 %

- Absolute value equals zero

Number of MICE Events

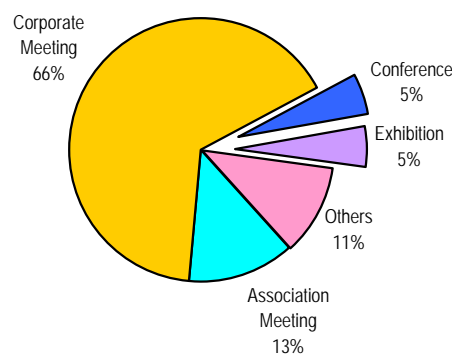


MICE Events by Floor Area Used

	Current Quarter	Same Quarter Last Year	Difference
Meeting	263	217	46
Under 500 m ²	227	176	51
500 to 999 m ²	19	28	-9
1,000 m ² and above	17	13	4
Exhibition	13	13	-
Under 3,000 m ²	7	7	-
3,000 m ² and above	6	6	-

- Absolute value equals zero

Type of Events



Exhibitors

	Current Quarter	Same Quarter Last Year ^r	Year-on-year Change (%)
Total	953	818	17
Macao	299	371	-19
Mainland China	192	157	22
Hong Kong	320	171	87

^r Revised figure

Professional Visitors

	Current Quarter	Same Quarter Last Year	Year-on-year Change (%)
Total	5,028	8,996	-44
Macao	2,126	4,528	-53
Mainland China	1,341	2,003	-33
Hong Kong	554	1,232	-55

Revenue and Expenditure of Exhibition Organizers

	Current Quarter	Same Quarter Last Year ^r	Year-on-year Change (%)
Revenue ('000 MOP)	16,215	8,631	88
Expenditure	37,478	34,441	9

^r Revised figure

Comments from Exhibitors

%

	Satisfied	Fair	Improvement Needed	No Comment
Planning & Organization of Exhibition				
Organization	54	37	8	1
Hospitality	50	42	6	2
Promotion	36	43	19	2
Venue				
Facilities	53	28	19	-
Management	57	35	7	1
Ease of Access	57	32	10	1
Venue Staff				
Professionalism	64	30	1	5
Language Skills	68	29	1	2
Attitude and Efficiency	69	27	2	2
Services Rendered by Local Companies				
Services	37	26	3	34
Organization	34	20	4	42

- Absolute value equals zero

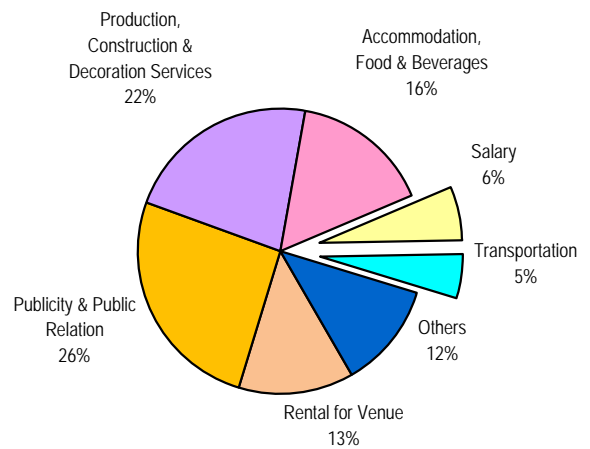
Exhibitors

- Information from 145 interviewed exhibitors indicated that sales of products took up 79% of the revenue, while rental of exhibition booth shared 72% of the expenditure.
- Regarding exhibitors' comments about the MICE venue and services, 69% were satisfied with the efficiency & attitude of the venue staff, 68% were satisfied with their language skill.
- However, 19% considered that event promotion and venue facilities needed improvement.

Exhibition Organizers

- Revenue of the interviewed exhibition organizers reached MOP16.22 million, up substantially by 88% year-on-year. Meanwhile, Expenditure of the exhibition organizers increased by 9% to MOP37.48 million.
- Revenue of the exhibition organizers came from rental of exhibition booths (52%) and financial support from government or other organizations (47%). Expenditure arose from publicity & public relation (26%); production, construction & decoration services (22%) and accommodation, food & beverages (16%) and accommodation, food & beverages (16%).

Expenditure of Exhibition Organizers



Historical Data

	2010	2011	2012	2013
Meeting				
Annual	1,342	994	961	964
1 st Quarter	322	267	259	217
Exhibition				
Annual	57	51	61	66
1 st Quarter	9	10	12	13
Participants & Attendees ('000)				
Annual	806	1,278	1,613	2,034
1 st Quarter	90	128	162	203

