

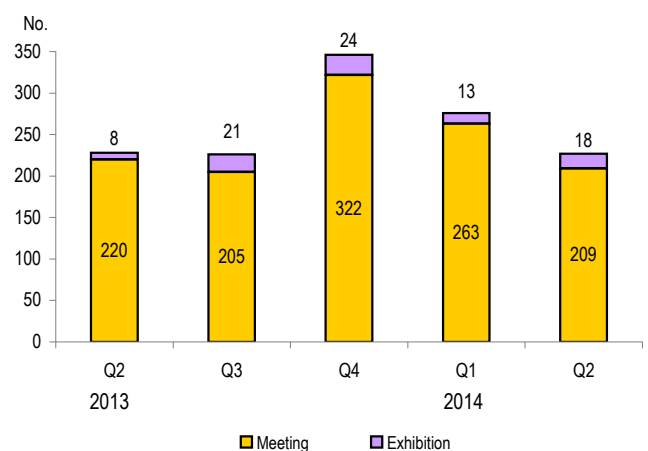
- A total of 227 MICE events were held, down by 1 year-on-year. On account of a significant increase in exhibitions, total number of participants and attendees soared by 139% year-on-year to 522,000. Total floor area used was 145,000 m². In the first half year, a total of 503 MICE events were held; total number of participants and attendees reached 827,000.
- Participants of meetings and conferences totalled 22,000, with 75% being participants of conferences and corporate meetings. Meanwhile, the 18 exhibitions attracted 500,000 attendees; the average floor area used per exhibition was 3,720 m². In the first half year, a total of 31 exhibitions were held, bringing 764,000 attendees.
- Information from 16 exhibition organizers indicated that 208 full-time staff were engaged in the organization of these exhibitions; moreover, 989 exhibitors participated in the exhibitions setting up a total of 2,311 booths, with an average of 2.3 booths per exhibitor. Professional visitors totalled 55,502, coming mainly from Macao (49%) and Hong Kong (23%).

Principal Indicators

	Current Quarter	Year-on-year Change	1 st Half Year
Meeting	209	-5 %	472
No. of Participants ('000)	22	-10 %	62
Average Duration (day)	1.9	-	2.0
Floor Area Used ('000 m ²)	78	-3 %	254
Exhibition	18	125 %	31
No. of Attendees ('000)	500	157 %	764
Average Duration (day)	3.3	-0.6 day	3.1
Floor Area Used ('000 m ²)	67	109 %	114

- Absolute value equals zero

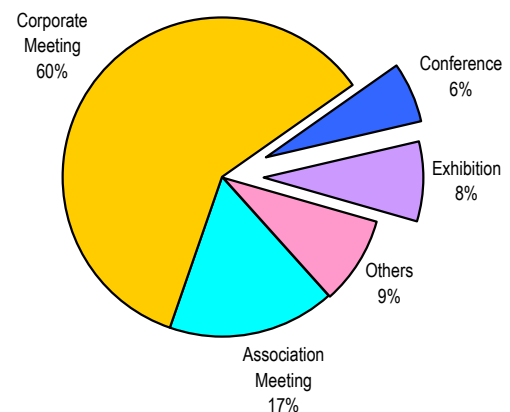
Number of MICE Events



MICE Events by Floor Area Used

	Current Quarter	Difference	1 st Half Year
Floor Area Used for Meeting (m ²)	209	-11	472
< 500	182	-2	409
500 - 999	15	-7	34
≥ 1,000	12	-2	29
Floor Area Used for Exhibition	18	10	31
< 3,000	9	5	16
≥ 3,000	9	5	15

Type of Events



Exhibitors

	Current Quarter	Year-on-year Change (%)	1 st Half Year
Total	989	89	1,942
Macao	313	74	612
Mainland China	106	324	298
Hong Kong	379	99	699

Professional Visitors

	Current Quarter	Year-on-year Change (%)	1 st Half Year
Total	55,502	347	60,530
Macao	27,119	266	29,245
Mainland China	8,068	591	9,409
Hong Kong	12,961	976	13,515

Receipts and Expenditure of Exhibition Organizers

	Current Quarter	Year-on-year Change (%)	1 st Half Year
Receipts ('000 MOP)	71,756	104	87,972
Expenditure	53,077	102	90,554

- Receipts of the interviewed exhibition organizers reached MOP71.76 million, up substantially by 104% year-on-year; Expenditure increased by 102% to MOP53.08 million.
- Receipts of the exhibition organizers came from rental of exhibition booths (59%) and financial support from government or other organizations (38%). Expenditure arose from production, construction & decoration services (25%); publicity & public relation (22%); and accommodation, food & beverages (19%).
- In the first half year of 2014, Receipts of the exhibition organizers totalled MOP87.97 million and Expenditure amounted to MOP90.55 million, up by 101% and 49% respectively year-on-year.

Comments from Exhibitors

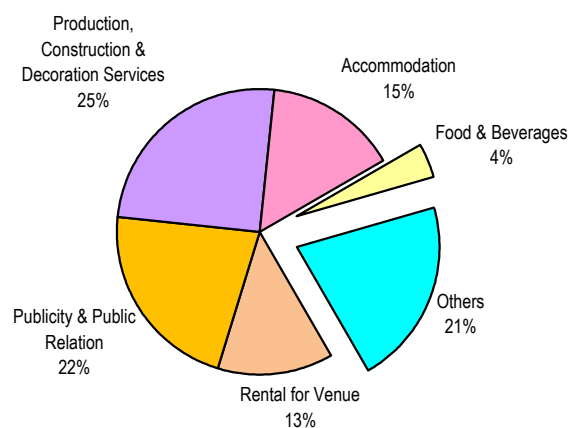
%

	Satisfied	Fair	Improvement Needed	No Comment
Planning & Organization of Exhibition				
Organization	46	36	17	1
Hospitality	52	38	9	1
Promotion	37	39	20	4
Venue				
Facilities	50	34	15	1
Management	60	34	5	1
Ease of Access	56	32	12	-
Venue Staff				
Professionalism	66	29	3	2
Language Skills	70	26	3	1
Attitude and Efficiency	63	31	4	2
Services Rendered by Local Companies				
Services	46	31	8	15
Organization	42	34	2	22

- Absolute value equals zero

- In accordance with the information from 172 interviewed exhibitors, sales of products took up 86% of the Receipts, while rental paid for exhibition booth and construction & decoration services together shared 81% of the Expenditure.
- Regarding exhibitors' comments about the MICE venue and services, 70% were satisfied with the language skill of the venue staff and 66% were satisfied with their professionalism, both up by 2 percentage points quarter-to-quarter.
- However, 20% considered that the event promotion should be enhanced; 17% stated that the event organization needed improvement, up by 9 percentage points quarter-to-quarter.

Expenditure of Exhibition Organizers



Historical Data

	2010	2011	2012	2013
Meeting				
Annual	1,342	994	961	964
2 nd Quarter	352	250	226	220
Exhibition				
Annual	57	51	61	66
2 nd Quarter	13	10	8	8
Participants & Attendees ('000)				
Annual	806	1,278	1,613	2,034
2 nd Quarter	131	120	130	219

