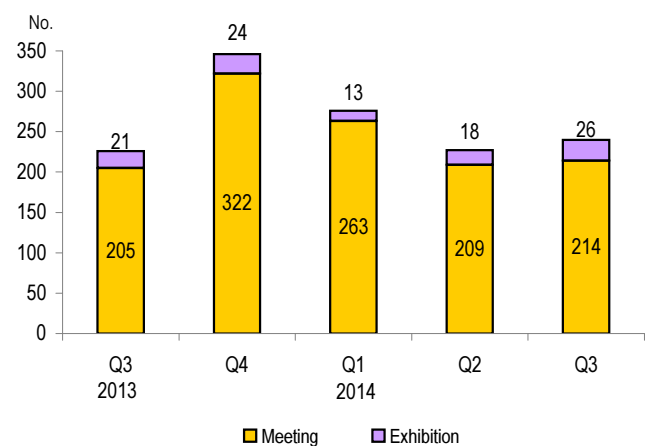


- A total of 240 MICE events were held in the third quarter, up by 14 year-on-year. Total number of participants and attendees increased by 16% to 725,000. Total floor area used for the events was 161,000 m². In the first three quarters, there were 743 MICE events, bringing 1,551,000 participants and attendees.
- Participants of meetings and conferences totalled 29,000, and 4 of the conferences each attracted more than 1,000 participants. Meanwhile, the 26 exhibitions had 695,000 attendees, and the floor area used totalled 76,000 m². In the first three quarters, a total of 57 exhibitions were held, bringing 1,460,000 attendees.
- Information from 24 exhibition organizers indicated that 333 full-time staff were engaged in the organization of these exhibitions. There were 1,429 exhibitors participating in the exhibitions having a total of 2,313 booths, with an average of 1.6 booths per exhibitor. Professional visitors totalled 39,632, coming mainly from Macao (64%) and Hong Kong (20%).

Principal Indicators

	Current Quarter	Year-on-year Change	Q1-Q3
Meeting	214	4 %	686
No. of Participants ('000)	29	-7 %	91
Average Duration (day)	2.0	0.1 day	2.0
Floor Area Used ('000 m ²)	85	-8 %	339
Exhibition	26	24 %	57
No. of Attendees ('000)	695	17 %	1,460
Average Duration (day)	3.4	0.3 day	3.3
Floor Area Used ('000 m ²)	76	35 %	190

Number of MICE Events



MICE Events by Floor Area Used

	Current Quarter	Year-on-year Difference	Q1-Q3
Floor Area Used for Meeting (m ²)	214	9	686
< 500	175	-	584
500 - 999	21	4	55
≥ 1,000	18	5	47
Floor Area Used for Exhibition	26	5	57
< 3,000	15	2	31
≥ 3,000	11	3	26

- Absolute value equals zero

Type of Events



Exhibitors

	Current Quarter	Year-on-year Change (%)	Q1-Q3
Total	1,429	7	3,371
Macao	570	9	1,182
Mainland China	336	6	634
Hong Kong	335	12	1,034

Professional Visitors

	Current Quarter	Year-on-year Change (%)	Q1-Q3
Total	39,632	3	100,162
Macao	25,290	3	54,535
Mainland China	3,347	-45	12,756
Hong Kong	7,859	31	21,374

Receipts and Expenditure of Interviewed Exhibition Organizers

	Current Quarter	Year-on-year Change (%)	Q1-Q3
Receipts ('000 MOP)	37,332	81	125,304
Expenditure	55,222	41	145,777

Comments from Interviewed Exhibitors

	Satisfied	Fair	Improvement Needed	No Comment
Planning & Organization of Exhibition				
Organization	69	24	6	1
Hospitality	67	29	3	1
Promotion	48	35	13	4
Venue				
Facilities	57	30	12	1
Management	71	26	2	1
Ease of Access	62	29	8	1
Venue Staff				
Professionalism	71	24	2	3
Language Skills	76	22	-	2
Attitude and Efficiency	74	24	1	1
Services Rendered by Local Companies				
Services	56	14	2	28
Organization	43	17	-	40

- Absolute value equals zero

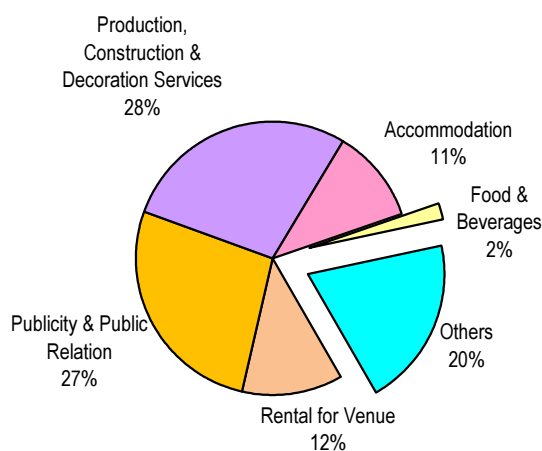
- Information from 243 interviewed exhibitors indicated that sales of products took up 82% of the Receipts, while rental paid for exhibition booth shared 84% of the Expenditure.
- Regarding interviewed exhibitors' comments about the MICE venue and services, 69% were satisfied with the organization of the exhibition and 67% were satisfied with the hospitality arrangement, up by 23 and 15 percentage points respectively quarter-to-quarter.
- About 13% and 12% of the exhibitors considered that event promotion and venue facilities needed improvement.

Historical Data

	2010	2011	2012	2013
Meeting				
Annual	1,342	994	961	964
3 rd Quarter	305	221	201	205
Exhibition				
Annual	57	51	61	66
3 rd Quarter	18	15	22	21
Participants & Attendees ('000)				
Annual	806	1,278	1,613	2,034
3 rd Quarter	365	521	700	625

- Receipts of the interviewed exhibition organizers amounted to MOP 37.33 million, up substantially by 81% year-on-year. Receipts from rental of exhibition booths doubled compared with the same quarter of 2013, at MOP 18.96 million; meanwhile, financial support from government or other organizations rose by 64% to MOP 18.37 million.
- Expenditure increased by 41% year-on-year to MOP 55.22 million, of which expenses on production, construction & decoration services (MOP 15.45 million), publicity & public relation (MOP 14.79 million) and accommodation, food & beverages (MOP 7.32 million) rose by 29%, 38% and 35% respectively.
- In the first three quarters, Receipts of the exhibition organizers totalled MOP 125 million and Expenditure amounted to MOP 146 million, up by 94% and 46% respectively year-on-year.

Structure of Expenditure of Interviewed Exhibition Organizers



Structure of Receipts and Expenditure of Interviewed Exhibitors

	Current Quarter	Same Quarter Last Year	Q1-Q3
Receipts			
Sales of Products	82	95	82
Financial Support from Government or Other Organizations	18	5	18
Expenditure			
Rental Paid for Exhibition Booth	84	78	68
Construction & Decoration Services	6	9	16
Freight and Others	10	13	16

For additional information:

<http://www.dsec.gov.mo/e/mice.aspx>

