

- A total of 312 MICE events were held, down by 34 year-on-year. Total number of participants and attendees increased by 7.7% to 1.06 million. Total floor area used for the events was 335,780 m².
- Number of participants in meetings and conferences dropped by 36.8% year-on-year to 35,309 on account of a decrease in number of conference participants. Meanwhile, the 30 exhibitions attracted 1.03 million attendees, and the floor area used totalled 219,734 m².
- For the whole year of 2014, a total of 1,055 MICE events were held, comprising 968 meetings and conferences and 87 exhibitions, up by 4 and 21 respectively year-on-year. Total number of participants and attendees reached 2.61 million, of which exhibition attendees totalled 2.49 million.

Principal Indicators

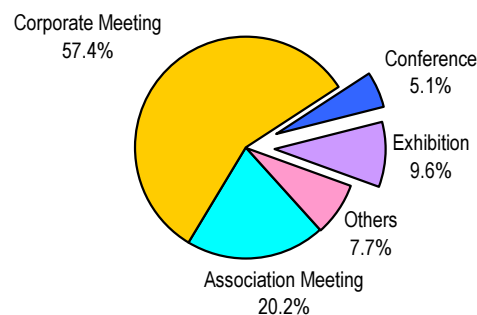
	Current Quarter	Year-on-year Change	2014	Year-on-year Change
Meeting	282	-12.4 %	968	0.4 %
No. of Participants ('000)	35	-36.8 %	127	-9.9 %
Average Duration (day)	1.8	-	1.9	-
Floor Area Used ('000 m ²)	116	-39.9 %	455	-7.2 %
Exhibition	30	25.0 %	87	31.8 %
No. of Attendees ('000)	1,028	10.4 %	2,488	31.4 %
Average Duration (day)	3.4	0.1 day	3.3	0.1 day
Floor Area Used ('000 m ²)	220	0.9 %	410	19.6 %

- Absolute value equals zero

MICE Events by Floor Area Used

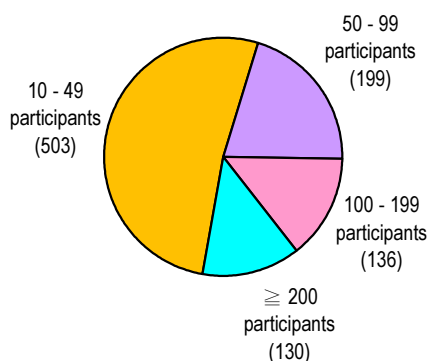
	Current Quarter	Difference	2014	Difference
Floor Area Used for Meeting (m ²)	282	-40	968	4
< 500	239	-32	823	17
500 - 999	22	-10	77	-22
≥ 1,000	21	2	68	9
Floor Area Used for Exhibition	30	6	87	21
< 3,000	9	1	40	8
≥ 3,000	21	5	47	13

Type of Events in 4th Quarter

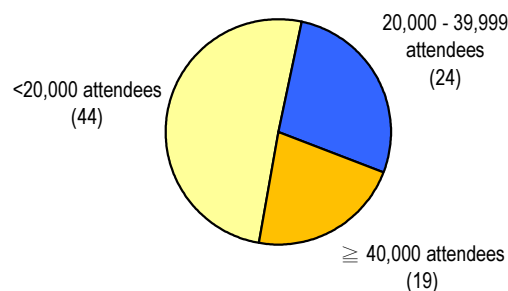


- In the fourth quarter, 84.8% of the meetings and conferences (239) occupied a floor area of less than 500 m²; meanwhile, 9 exhibitions occupied a floor area of less than 3,000 m².
- Of the 968 meetings and conferences held in 2014, only 68 (7.0% of total) occupied a floor area of 1,000 m² or more. Exhibitions with a floor area of 3,000 m² or more totalled 47, taking up 82.1% of the total floor area used in exhibitions.
- Meetings and conferences with 10 to 49 participants totalled 503, accounting for 52.0% of the total. Although meetings and conferences with 200 participants or more merely shared 13.4% (130), their number of participants contributed 65.7% of the total. On the other hand, 19 of the exhibitions had 40,000 attendees or more, representing an increase of 6 exhibitions year-on-year.

Meetings by Number of Participants in 2014

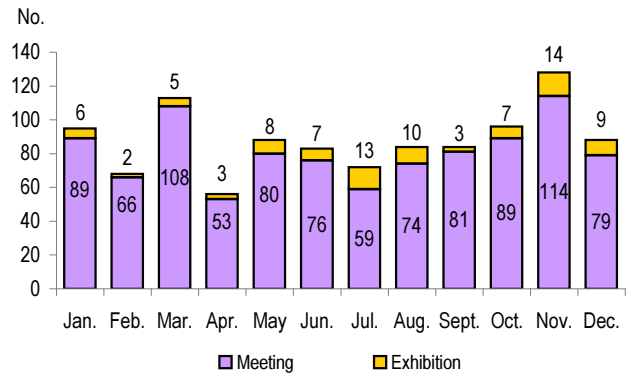


Exhibitions by Number of Attendees in 2014



Number of MICE Events in 2014

- There are 114 and 108 meetings and conferences held in November and March respectively; however, only 53 were held in April.
- Exhibitions were mostly held in the second half of the year. At least 10 exhibitions were held in July, August and November respectively. On the other hand, there were only 2 exhibitions in February.

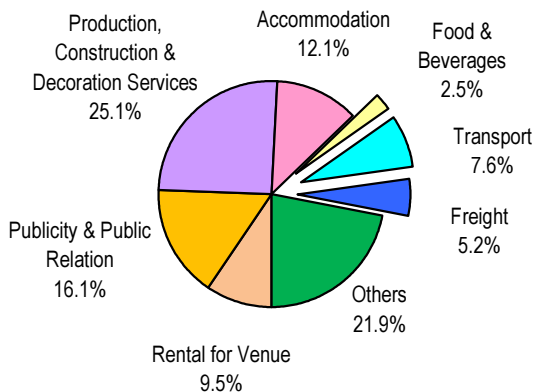


- Information from 30 exhibition organizers in the fourth quarter indicated that a total of 287 full-time staff were engaged in the organization of the exhibitions.
- Receipts of the interviewed exhibition organizers amounted to MOP 162 million, up substantially by 37.1% year-on-year. Receipts mainly came from financial support from government or other organizations (MOP 120 million) and rental of exhibition booths (MOP 38.83 million), up by 26.0% and 73.7% respectively year-on-year.
- Expenditure rose marginally by 1.0% to MOP 201 million, of which expenses on production, construction & decoration services (MOP 50.42 million) dropped by 22.3%, while expenses on publicity & public relation (MOP 32.32 million) and accommodation, food & beverages (MOP 29.32 million) increased by 1.2% and 19.9% respectively.
- In 2014, Receipts of the exhibition organizers totalled MOP 278 million, up by 52.7% year-on-year, coming mainly from financial support from government or other organizations (MOP 165 million) and rental of exhibition booths (MOP 109 million).
- Expenditure increased by 15.0% to MOP 344 million, of which expenses on production, construction & decoration services (MOP 87.02 million), publicity & public relation (MOP 68.82 million) and accommodation, food & beverages (MOP 52.39 million) shared 25.3%, 20.0% and 15.2% respectively of the total.

Receipts and Expenditure of Interviewed Exhibition Organizers

	Current Quarter	Year-on-year Change (%)	2014	Year-on-year Change (%)
Receipts ('000 MOP)	161,553	37.1	278,439	52.7
Expenditure	201,254	1.0	344,075	15.0

Structure of Expenditure of Interviewed Exhibition Organizers in 4th Quarter



- In the fourth quarter, there were 2,626 exhibitors participating in the exhibitions; number of booths totalled 5,681, with an average of 2.2 booths per exhibitor.
- Exhibitors came mainly from Macao (27.0% of total), Mainland China (25.1%) and Hong Kong (24.6%). Professional visitors totalled 68,696, with the majority coming from Mainland China (34.3% of total) and Macao (32.0%).

Exhibitors & Professional Visitors

	Current Quarter	Year-on-year Change (%)	2014	Year-on-year Change (%)
Exhibitors	2,626	29.8	5,964	27.0
Macao	710	21.2	1,881	13.2
Mainland China	659	28.0	1,288	27.1
Hong Kong	646	9.7	1,680	34.4
Professional Visitors	68,696	6.0	168,858	35.4
Macao	21,965	-6.9	76,500	27.3
Mainland China	23,542	18.0	36,298	24.3
Hong Kong	13,852	-1.9	35,226	56.3

Structure of Receipts and Expenditure of Interviewed Exhibitors %

	Current Quarter	Same Quarter in 2013	2014	2013
Receipts	100.0	100.0	100.0	100.0
Sales of Products	87.7	87.1	84.3	89.9
Financial Support from Government or Other Organizations	12.3	12.9	15.7	10.1
Expenditure	100.0	100.0	100.0	100.0
Rental Paid for Exhibition Booth	48.1	51.1	60.9	56.4
Construction & Decoration Services	31.7	31.7	21.9	28.7
Freight and Others	20.2	17.2	17.2	14.9

- Information from 286 interviewed exhibitors in the fourth quarter indicated that sales of products took up a predominant share (87.7%) of the Receipts, while rental paid for exhibition booth and construction & decoration services accounted for 48.1% and 31.7% of the Expenditure respectively.
- In accordance with the information from 858 interviewed exhibitors in 2014, 84.3% of the Receipts came from sales of products, while 60.9% of the Expenditure was incurred on rental of exhibition booth.

- Regarding interviewed exhibitors' comments about the MICE venue and services in the fourth quarter, 73.8% were satisfied with the language skill of the venue staff and 69.6% were satisfied with their attitude and efficiency, down by 2.2 and 4.0 percentage points respectively quarter-to-quarter.
- About 18.5% and 10.8% of the exhibitors considered that promotion of the exhibition and ease of access to the venue should be improved, up by 4.7 and 2.3 percentage points quarter-to-quarter. Meanwhile, 6.3% of the exhibitors stated that venue facilities needed improvement, down significantly by 6.7 percentage points.

Comments from Interviewed Exhibitors in 4th Quarter %

	Satisfied	Fair	Improvement Needed	No Comment
Planning & Organization of Exhibition				
Organization	52.8	39.5	7.3	0.4
Hospitality	54.9	41.6	3.1	0.4
Promotion	42.0	37.1	18.5	2.4
Venue				
Facilities	57.7	35.3	6.3	0.7
Management	61.2	35.7	2.8	0.3
Ease of Access	59.8	28.3	10.8	1.1
Venue Staff				
Professionalism	67.8	28.3	2.1	1.8
Language Skills	73.8	23.8	1.4	1.0
Attitude and Efficiency	69.6	25.5	2.4	2.5
Services Rendered by Local Companies				
Services	44.4	15.7	2.8	37.1
Organization	33.6	16.8	0.4	49.2

Historical Data

	2010	2011	2012	2013
Meeting				
Annual	1,342	994	961	964
4 th Quarter	363	256	275	322
Exhibition				
Annual	57	51	61	66
4 th Quarter	17	16	19	24
Participants & Attendees ('000)				
Annual	806	1,278	1,613	2,034
4 th Quarter	220	508	621	987

Survey Coverage

MICE Statistics comprises meetings, conferences and exhibitions held in hotels, major convention & exhibition centres and other conference venues; however, meetings with less than 10 participants, and exhibitions not involving business activities, e.g. photo, painting and other cultural & art exhibitions are excluded.

Glossary

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 usually have specific objectives.

Commercial Exhibition includes events where:

- a) Exhibitors display goods and services of one or more industries. These events focus primarily on business-to-business relationship. The primary activity of attendees is to visit exhibits on the show floor;
- b) Exhibitors display, promote and/or sell products of one or more industries to public consumers.

For additional information:

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

