

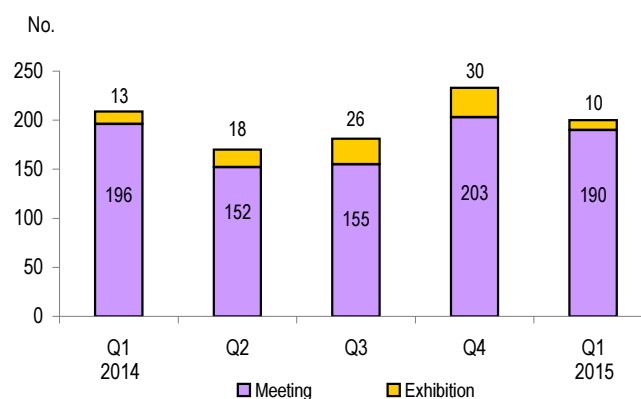
- A total of 200 MICE events were held, down by 9 year-on-year. Total number of participants and attendees decreased by 15.8% to 249,180. Total floor area used for the events was 126,029 m².
- Participants of meetings and conferences decreased by 40.1% year-on-year to 19,152; participants of meetings and conferences having 200 participants or more tumbled by 54.5%.
- A total of 10 exhibitions were held, of which 9 exhibitions were organized by non-government organizations. Number of attendees totalled 230,028, and 4 of the exhibitions each attracted 20,000 attendees or more.

Principal Indicators

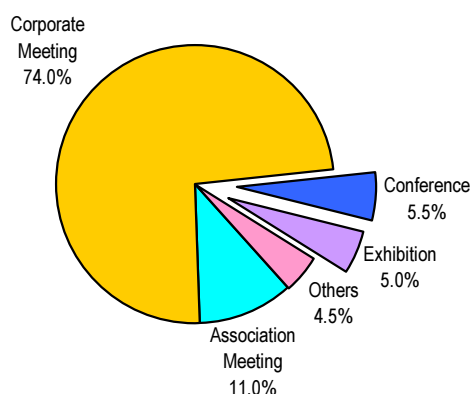
	Current Quarter	Same Quarter Last Year [†]	Change
Meeting	190	196	-3.1 %
No. of Participants ('000)	19	32	-40.1 %
Average Duration (day)	2.2	2.5	-0.3 day
Floor Area Used ('000 m ²)	78	158	-50.7 %
Exhibition	10	13	-23.1 %
No. of Attendees ('000)	230	264	-12.8 %
Average Duration (day)	3.1	2.8	0.3 day
Floor Area Used ('000 m ²)	48	47	2.3 %

[†] Revised figures

MICE Events



Type of Events



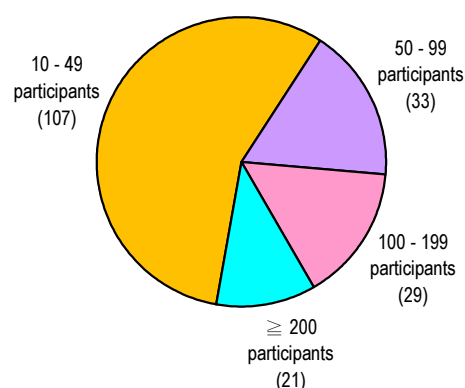
MICE Events by Floor Area Used

	Current Quarter	Same Quarter Last Year [†]	Difference
Floor Area Used for Meeting (m ²)	190	196	-6
< 500	160	162	-2
500 - 999	14	19	-5
≥ 1,000	16	15	1
Floor Area Used for Exhibition (m ²)	10	13	-3
< 3,500	3	7	-4
≥ 3,500	7	6	1

[†] Revised figures

- Analysed by scale, there were 160 meetings and conferences (84.2% of total) occupying a floor area of less than 500 m²; those occupying a floor area of 1,000 m² and more increased by 1 year-on-year to 16. Meanwhile, 7 exhibitions (70.0% of total) occupied a floor area of 3,500 m² or more, of which 1 exhibition was organized by the government occupying a floor area of 16,911 m².
- Meetings and conferences with 10 to 49 participants totalled 107, accounting for 56.3% of the total, but the number of participants merely shared 13.5% of the total. Although there were only 21 meetings and conferences with 200 participants or more, their number of participants (10,618) contributed 55.4% of the total. On the other hand, 4 of the exhibitions had 20,000 attendees or more, attracting a total of 194,741 attendees (84.7% of total exhibition attendees).

Meetings by Number of Participants



Receipts and Expenditure of Exhibition Organizers

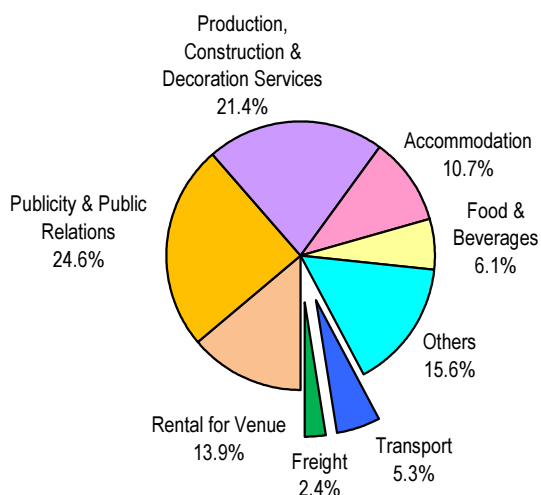
'000 MOP

	Total	Organized by Government	Organized by Other Organizations
Receipts	14,150	1,063	13,087
Rental of Exhibition Booths	7,687	978	6,709
Financial Support from Government or Other Organizations	6,378	-	6,378
Expenditure	39,573	26,578	12,995
Publicity & Public Relations	9,736	6,036	3,700
Production, Construction & Decoration Services	8,466	5,636	2,829
Accommodation, Food & Beverages	6,680	5,532	1,148
Rental for Venue	5,508	2,055	3,453

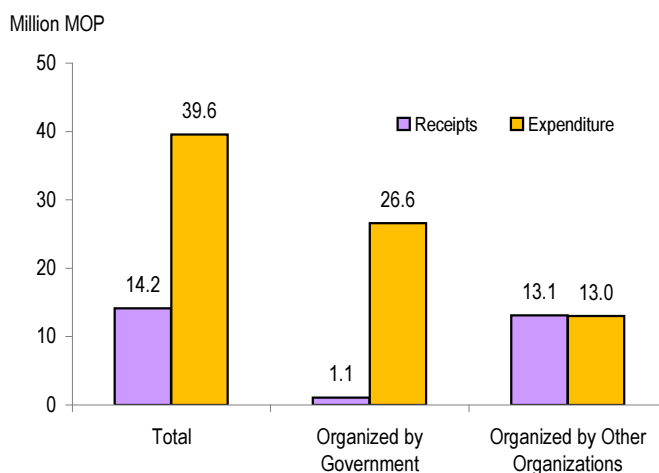
- Absolute value equals zero

- Information from 10 exhibition organizers indicated that a total of 246 full-time staff were engaged in the organization of the exhibitions.
- Receipts of the exhibitions amounted to MOP 14.15 million. Receipts of the exhibitions organized by non-government organizations (MOP 13.09 million) accounted for 92.5% of the total, of which rental of exhibition booths amounted to MOP 6.71 million (51.3% of total) and financial support from government or other organizations totalled MOP 6.38 million (48.7%).
- Expenditure amounted to MOP 39.57 million, which was mainly spent on publicity & public relations (MOP 9.74 million), production, construction & decoration services (MOP 8.47 million) and accommodation, food & beverages (MOP 6.68 million). Expenditure of the exhibitions organized by non-government organizations (MOP 13.00 million) shared 32.8% of the total, mainly incurred on publicity & public relations (MOP 3.70 million) and rental of venue (MOP 3.45 million).

Structure of Expenditure of Exhibition Organizers



Receipts & Expenditure of Exhibitions Organized by Government and Other Organizations



- There were 958 exhibitors attending the exhibitions, and most of them came from Macao (35.1% of total) and Hong Kong (30.2%). Number of booths totalled 1,515.
- Professional visitors totalled 5,140, with the majority coming from Macao (45.5% of total) and Mainland China (30.4%).
- The exhibition organized by the government attracted a total of 462 exhibitors (48.2% of total); professional visitors totalled 4,162, predominating with 81.0% of the total.

Booths, Exhibitors and Professional Visitors

	Current Quarter	Same Quarter Last Year [†]
Booths	1,515	1,371
Exhibitors	958	920
Macao	336	288
Hong Kong	289	320
Mainland China	211	187
Professional Visitors	5,140	5,028
Macao	2,337	2,126
Hong Kong	901	554
Mainland China	1,564	1,341

[†] Revised figures

- Information from 350 interviewed exhibitors indicated that sales of products took up a predominant share (93.0%) of the Receipts, while rental paid for exhibition booth and construction & decoration services accounted for 64.7% and 21.2% respectively of the Expenditure.
- Regarding interviewed exhibitors' comments about the MICE venue and services, 76.3% were satisfied with the language skills of the venue staff and 74.6% were satisfied with their professionalism, up by 2.5 and 6.8 percentage points respectively quarter-to-quarter.
- On the other hand, 38.3% of the exhibitors were satisfied with the promotion of the exhibition, down by 3.7 percentage points quarter-to-quarter, while 19.1% considered that the promotion should be improved, up by 0.6 percentage points.

Structure of Receipts and Expenditure of Interviewed Exhibitors %

	Current Quarter	Same Quarter Last Year
Receipts	100.0	100.0
Sales of Products	93.0	78.9
Financial Support from Government or Other Organizations	6.8	21.1
Others	0.2	-
Expenditure	100.0	100.0
Rental Paid for Exhibition Booth	64.7	72.3
Construction & Decoration Services	21.2	12.7
Freight and Others	14.1	15.0

- Absolute value equals zero

Comments from Interviewed Exhibitors %

	Satisfied	Fair	Improvement Needed	No Comment
Planning & Organization of Exhibition				
Organization	56.9	36.3	6.3	0.5
Hospitality	62.3	32.9	3.4	1.4
Promotion	38.3	40.3	19.1	2.3
Venue				
Facilities	62.3	28.0	9.1	0.6
Management	70.6	24.6	4.6	0.2
Ease of Access	61.4	29.4	8.9	0.3
Venue Staff				
Professionalism	74.6	20.0	3.7	1.7
Language Skills	76.3	19.7	1.7	2.3
Attitude and Efficiency	74.3	20.6	2.6	2.5
Services Rendered by Local Companies				
Services	45.7	14.3	1.7	38.3
Organization	51.4	16.6	1.4	30.6

Historical Data

	2011	2012	2013	2014 [†]
Meeting				
Annual	994	961	964	706
1 st Quarter	267	259	217	196
Exhibition				
Annual	51	61	66	87
1 st Quarter	10	12	13	13
Participants & Attendees ('000)				
Annual	1,278	1,613	2,034	2,586
1 st Quarter	128	162	203	296

[†] Revised figures

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. According to the recommendations of the United Nations World Tourism Organization (UNWTO) and with due consideration to the MICE venue leasing environment in Macao, two additional criteria are included in the survey coverage starting from the first quarter of 2015, i.e. MICE events (1) should have a duration of four hours or more, and (2) should be held in paid venues. Meanwhile, relevant information for 2014 has been revised accordingly.

For additional information:

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

