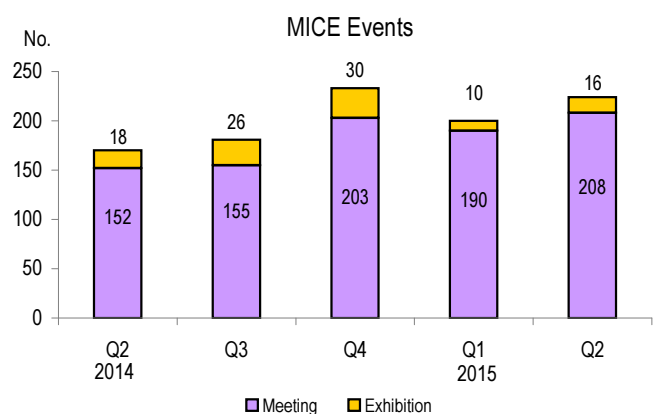


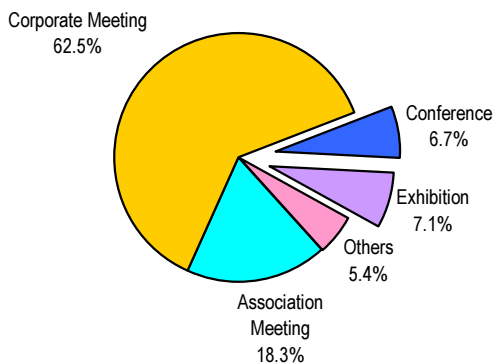
- A total of 224 MICE events were held, up by 54 year-on-year. Yet, total number of participants and attendees (404,982) dropped by 21.7% attributable to a decrease in large-scale exhibitions. Total floor area used for the events was over 150,000 m<sup>2</sup>.
- Participants of meetings and conferences increased by 25.5% year-on-year; participants of those having 200 participants or more rose by 14.5% to 11,913.
- There were 16 exhibitions and all of them were organized by non-government organizations; number of attendees decreased by 23.3% year-on-year. Exhibitions with 20,000 attendees or more totalled 8.
- In the first half year, a total of 424 MICE events were held; total number of participants and attendees was 654,162, down by 19.6% year-on-year. Participants of meetings and conferences decreased by 17.4%, and exhibition attendees also dropped by 19.7%.

### Principal Indicators

	Current Quarter	Change	1 <sup>st</sup> Half Year	Change
Meeting (No.)	208	56	398	50
No. of Participants ('000)	21	25.5 %	40	-17.4 %
Average Duration (day)	2.2	-0.1 day	2.2	-0.2 day
Floor Area Used ('000 m <sup>2</sup> )	86	34.3 %	164	-26.2 %
Exhibition (No.)	16	-2	26	-5
No. of Attendees ('000)	384	-23.3 %	614	-19.7 %
Average Duration (day)	3.2	-0.1 day	3.2	0.1 day
Floor Area Used ('000 m <sup>2</sup> )	67	0.1 %	115	1.0 %



### Type of Events



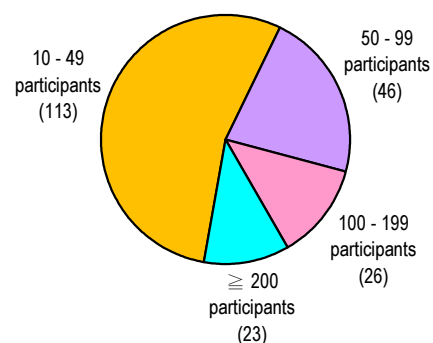
### MICE Events by Floor Area Used

	Current Quarter	Difference	1 <sup>st</sup> Half Year	Difference
Meeting	208	56	398	50
< 500 m <sup>2</sup>	171	41	331	39
500 - 999	24	14	38	9
≥ 1,000	13	1	29	2
Exhibition	16	-2	26	-5
< 3,500 m <sup>2</sup>	9	-1	12	-5
≥ 3,500	7	-1	14	-

- Absolute value equals zero

- Meetings and conferences occupying a floor area of less than 500 m<sup>2</sup> totalled 171, accounting for 82.2% of the total; those with a floor area of 1,000 m<sup>2</sup> or more increased by 1 year-on-year to 13, with number of participants soaring by 48.7% to 8,183. Meanwhile, meetings and conferences having 10 to 49 participants made up 54.3% of the total, but number of participants shared only 12.3% of the total.
- The 7 exhibitions with a floor area of 3,500 m<sup>2</sup> or more occupied a total of 47,893 m<sup>2</sup>, sharing 71.5% of the total floor area of exhibitions, while number of attendees (157,148) accounted for 40.9% of the total. On the other hand, exhibitions having 20,000 attendees or more decreased by 4 year-on-year to 8, and number of attendees dropped by 27.6% to 320,836.

### Meetings by Number of Participants



## Receipts and Expenditure of Interviewed

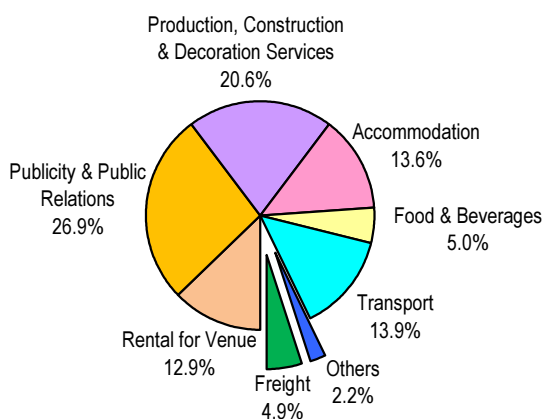
### Exhibition Organizers

'000 MOP

	Total of Current Quarter	1 <sup>st</sup> Half Year		
		Total	Organized by Government	Organized by Other Organizations
No. of Organizers	15	25	1	24
Receipts	63,957	78,107	1,063	77,044
Rental of Exhibition Booths	42,994	50,682	978	49,703
Financial Support from Government / Other Organizations	20,543	26,920	-	26,920
Expenditure	47,063	86,637	26,578	60,059
Publicity & Public Relations	12,681	22,417	6,036	16,381
Production, Construction & Decoration Services	9,707	18,172	5,636	12,536
Accommodation, Food & Beverages	8,760	15,439	5,532	9,907
Rental for Venue	6,091	11,599	2,055	9,544

- Absolute value equals zero

### Structure of Expenditure of Exhibition Organizers



Information from the interviewed organizers of the 15 exhibitions indicated that a total of 791 exhibitors attended the exhibitions, and most of them came from Macao (36.8%) and Hong Kong (26.5%); number of booths totalled 2,293. There were 30,457 professional visitors, coming mainly from Macao (56.3%) and Hong Kong (18.1%).

In the first half year, the 25 interviewed exhibitions attracted a total of 1,749 exhibitors and 35,597 professional visitors, of which exhibitions organized by non-government organizations accounted for 73.6% and 88.3% of the respective total.

### Structure of Receipts and Expenditure of Interviewed Exhibitors %

	Current Quarter	Same Quarter Last Year	1 <sup>st</sup> Half Year in 2015	1 <sup>st</sup> Half Year in 2014
Receipts	100.0	100.0	100.0	100.0
Sales of Products	96.5	85.4	95.2	82.7
Financial Support from Government / Other Organizations	3.5	14.6	4.7	17.3
Others	-	-	0.1	-
Expenditure	100.0	100.0	100.0	100.0
Rental Paid for Exhibition Booth	61.3	58.7	62.7	62.6
Booth Decoration	21.8	22.9	21.6	19.9
Freight and Others	16.9	18.4	15.7	17.5

- Absolute value equals zero

According to information collected from organizers of 15 exhibitions, 2 exhibitions were held for the first time in Macao, and 12 were repeated exhibitions having held last year. A total of 150 full-time staff were engaged in the organization of these exhibitions.

Receipts of the exhibitions amounted to MOP 63.96 million, coming primarily from rental of exhibition booths (67.2%) and financial support from government or other organizations (32.1%). Expenditure amounted to MOP 47.06 million, which was mainly spent on publicity & public relations (26.9%), production, construction & decoration services (20.6%) and accommodation, food & beverages (18.6%).

Information was collected from organizers of 25 exhibitions in the first half year. Receipts of the exhibitions amounted to MOP 78.11 million, with 64.9% coming from rental of exhibition booths and 34.5% from financial support from government or other organizations. Expenditure amounted to MOP 86.64 million, which was mainly spent on publicity & public relations (25.9%), production, construction & decoration services (21.0%) and accommodation, food & beverages (17.8%).

Meanwhile, there were 24 exhibitions organized by non-government organizations, with Receipts (MOP 77.04 million) and Expenditure (MOP 60.06 million) accounting for 98.6% and 69.3% of the respective total.

### Exhibition Booths, Exhibitors and Professional Visitors

	Total of Current Quarter	1 <sup>st</sup> Half Year		
		Total	Organized by Government	Organized by Other Organizations
Booths	2,293	3,808	672	3,136
Exhibitors	791	1,749	462	1,287
Macao	291	627	173	454
Hong Kong	210	499	51	448
Mainland China	80	291	183	108
Professional Visitors	30,457	35,597	4,162	31,435
Macao	17,142	19,479	1,719	17,760
Hong Kong	5,515	6,416	660	5,756
Mainland China	2,403	3,967	1,536	2,431

According to information collected from 374 exhibitors, sales of products took up a predominant share (96.5%) of the Receipts, while rental paid for exhibition booth and booth decoration accounted for 61.3% and 21.8% respectively of the Expenditure.

In the first half year, information from 724 interviewed exhibitors indicated that 95.2% of the Receipts came from sales of products, while 62.7% of the Expenditure was incurred on rental for exhibition booth.

Comments from Interviewed Exhibitors %

	Satisfied	Fair	Improvement Needed	No Comment
<b>Planning &amp; Organization of Exhibition</b>				
Arrangements	60.4	28.9	10.2	0.5
Hospitality	61.8	30.5	5.6	2.1
Promotion	42.2	38.8	17.1	1.9
<b>Venue</b>				
Facilities	67.6	25.1	6.4	0.9
Management	73.0	22.5	2.4	2.1
Ease of Access	66.6	24.3	8.0	1.1
<b>Venue Staff</b>				
Professionalism	72.7	22.2	2.9	2.2
Language Skills	74.9	20.1	2.4	2.6
Attitude and Efficiency	73.3	20.9	3.2	2.6
<b>Services Rendered by Local Companies</b>				
Services	59.1	13.4	2.1	25.4
Arrangements	55.1	15.0	1.3	28.6

- Regarding interviewed exhibitors' comments about the MICE venue and services, the proportion of those who were satisfied with the language skills and attitude & efficiency of the venue staff decreased by 1.4 and 1.0 percentage points respectively quarter-to-quarter.
- The proportion of exhibitors who considered the promotion of the exhibition should be improved dropped by 2.0 percentage points quarter-to-quarter. As regards the planning and organization of exhibition, the proportion of those who considered the arrangements of the exhibition required improvements rose by 3.9 percentage points.

Historical Data

	2011	2012	2013	2014 <sup>f</sup>
<b>Meeting</b>				
Annual	994	961	964	706
2 <sup>nd</sup> Quarter	250	226	220	152
<b>Exhibition</b>				
Annual	51	61	66	87
2 <sup>nd</sup> Quarter	10	8	8	18
<b>Participants &amp; Attendees ('000)</b>				
Annual	1,278	1,613	2,034	2,586
2 <sup>nd</sup> Quarter	120	130	219	517

<sup>f</sup> Revised figures

Survey Coverage:

MICE Statistics comprises meetings, conferences and exhibitions that have a duration of four hours or more and are held in paid venues, such as hotels, major convention & exhibition centres and other conference venues in Macao; however, meetings with less than 10 participants, meetings for award ceremony, product launch, orientation and press conference, as well as exhibitions not involving business activities, e.g. photo, painting and other cultural & art exhibitions, are excluded.

Glossary:

**Government Meeting:** An event at which attendees are civil servants, government officials or service providers to governmental entities, with the aim of discussing topics or reaching agreements.

**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.

**Incentive Meeting:** A management tool that uses an exceptional travel experience with pre-arranged meetings to motivate and recognize employees for increased levels of performance.

Commercial Exhibition includes events where:

- 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;
- 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>

