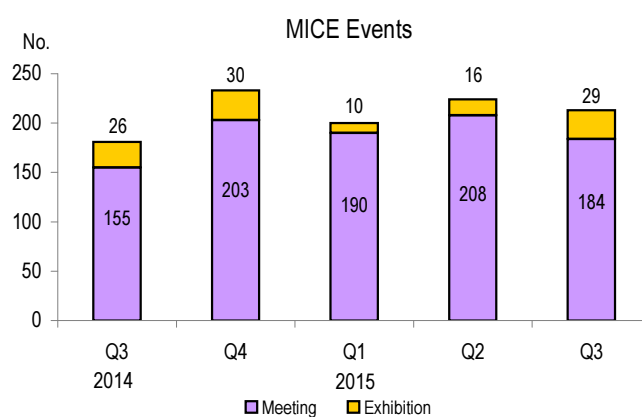


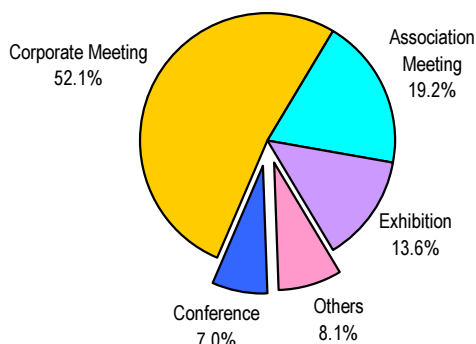
- A total of 213 MICE events were held, up by 32 year-on-year. Total number of participants and attendees rose by 40.8% to 1,009,794 attributable to an increase in large-scale exhibitions. Total floor area used for the events was 178,122 m².
- Participants of meetings and conferences dropped by 27.1% year-on-year; participants of those having 200 participants or more decreased by 43.5%.
- There were 29 exhibitions and number of attendees increased by 42.9% year-on-year. Exhibitions organized by non-government organizations totalled 27, of which 17 exhibitions had 20,000 attendees or more, up by 4 year-on-year.
- In the first three quarters, a total of 637 MICE events were held, up by 77 year-on-year; total number of participants and attendees increased by 8.7% to 1,663,956. Participants of meetings and conferences dropped by 20.4%, while exhibition attendees rose by 10.1%.

Principal Indicators

| | Current Quarter | Change | Q1-Q3 | Change |
|--|-----------------|----------|-------|----------|
| Meeting (No.) | 184 | 29 | 582 | 79 |
| No. of Participants ('000) | 16 | -27.1 % | 56 | -20.4 % |
| Average Duration (day) | 2.3 | -0.1 day | 2.2 | -0.2 day |
| Floor Area Used ('000 m ²) | 82 | 26.1 % | 246 | -14.4 % |
| Exhibition (No.) | 29 | 3 | 55 | -2 |
| No. of Attendees ('000) | 994 | 42.9 % | 1,608 | 10.1 % |
| Average Duration (day) | 3.3 | -0.1 day | 3.3 | - |
| Floor Area Used ('000 m ²) | 96 | 25.9 % | 211 | 11.0 % |



Type of Events

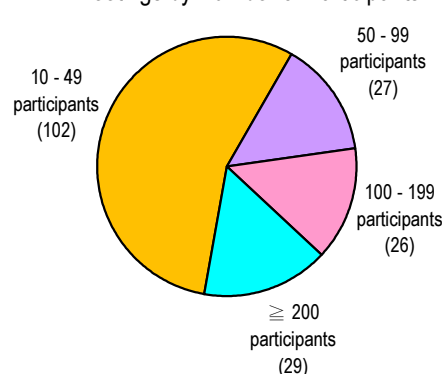


MICE Events by Floor Area Used

| | Current Quarter | Difference | Q1-Q3 | Difference |
|------------------------|-----------------|------------|-------|------------|
| Meeting | 184 | 29 | 582 | 79 |
| < 500 m ² | 145 | 18 | 476 | 57 |
| 500 - 999 | 27 | 15 | 65 | 24 |
| ≥ 1,000 | 12 | -4 | 41 | -2 |
| Exhibition | 29 | 3 | 55 | -2 |
| < 3,500 m ² | 17 | 2 | 29 | -3 |
| ≥ 3,500 | 12 | 1 | 26 | 1 |

- Meetings and conferences occupying a floor area of less than 500 m² increased by 18 year-on-year to 145 (78.8% of total); those with a floor area of 1,000 m² or more decreased by 4 to 12. Meanwhile, meetings and conferences having 200 participants or more rose by 7 year-on-year to 29 (15.8% of total), but number of participants (51.8% of total) dropped by 43.5%.
- There were 17 exhibitions with a floor area of less than 3,500 m², and the space occupied (33,303 m²) shared 34.7% of the total. Exhibitions having 20,000 attendees or more totalled 18, attracting 884,966 attendees (89.0% of total), up by 43.9% year-on-year; those organized by non-government organizations totalled 17, up by 4 year-on-year, and number of attendees rose by 57.6% to 756,024.

Meetings by Number of Participants



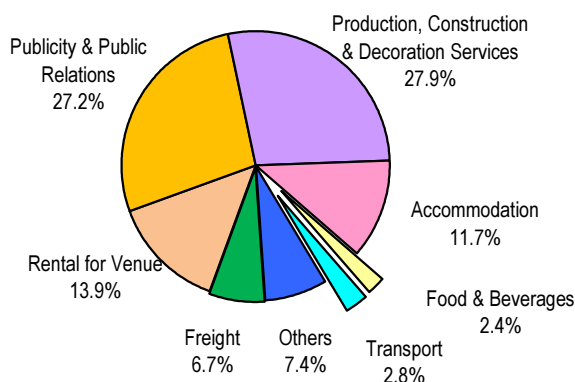
Receipts and Expenditure of Interviewed

Exhibition Organizers

'000 MOP

| | Current Quarter | | | Q1-Q3 Total |
|---|-----------------|-------------------------|----------------------------------|-------------|
| | Total | Organized by Government | Organized by Other Organizations | |
| No. of Organizers | 28 | 2 | 26 | 53 |
| Receipts | 44,260 | 1,047 | 43,213 | 122,367 |
| Rental of Exhibition Booths | 27,085 | 1,047 | 26,038 | 77,767 |
| Financial Support from Government / Other Organizations | 17,100 | - | 17,100 | 44,020 |
| Expenditure | 65,290 | 12,653 | 52,637 | 151,927 |
| Publicity & Public Relations | 17,790 | 3,558 | 14,232 | 40,207 |
| Production, Construction & Decoration Services | 18,245 | 3,175 | 15,070 | 36,417 |
| Accommodation, Food & Beverages | 9,172 | 1,598 | 7,574 | 24,611 |
| Rental for Venue | 9,053 | 1,906 | 7,147 | 20,652 |

Structure of Expenditure of Exhibition Organizers



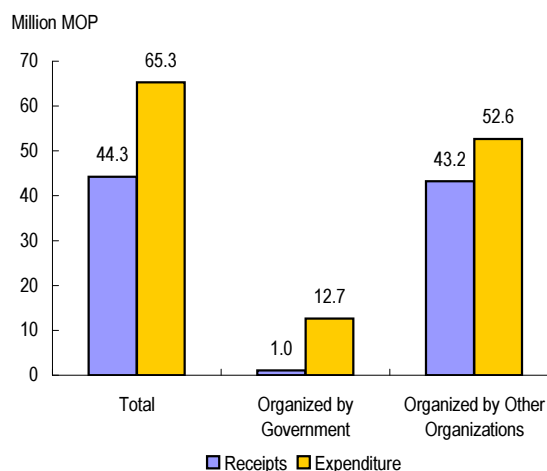
- According to information collected from organizers of 28 exhibitions, 6 exhibitions were held for the first time in Macao, and the others were repeated exhibitions having held last year or in 2013. A total of 441 full-time staff were engaged in the organization of these exhibitions.

- Receipts of the exhibitions amounted to MOP 44.26 million, coming primarily from rental of exhibition booths (61.2%). Expenditure amounted to MOP 65.29 million, of which production, construction & decoration services and publicity & public relations accounted for 27.9% and 27.2%.

- Receipts of the exhibitions organized by non-government organizations amounted to MOP 43.21 million, of which rental of exhibition booths and financial support from government or other organizations shared 60.3% and 39.6%. Expenditure totalled MOP 52.64 million, incurred mainly on production, construction & decoration services (28.6%) and publicity & public relations (27.0%).

- In the first three quarters, information was collected from organizers of 53 exhibitions. Receipts of the exhibitions amounted to MOP 122 million, with 63.6% coming from rental of exhibition booths. Expenditure totalled MOP 152 million, which was mainly spent on publicity & public relations (26.5%), production, construction & decoration services (24.0%), accommodation, food & beverages (16.2%) and rental for venue (13.6%).

Receipts & Expenditure of Exhibitions Organized by Government and Other Organizations



- Information from the interviewed organizers of the 28 exhibitions indicated that a total of 1,842 exhibitors attended the exhibitions, of which 42.5% came from Macao and 24.4% from Hong Kong. There were 52,325 professional visitors, with 67.5% coming from Macao. Exhibitors and professional visitors attending the exhibitions organized by non-government organizations constituted 75.2% and 97.1% of the respective total.

- In the first three quarters, the 53 interviewed exhibitions attracted a total of 3,591 exhibitors and 87,922 professional visitors, of which exhibitions organized by non-government organizations accounted for 74.4% and 93.5% respectively.

Exhibition Booths, Exhibitors and Professional Visitors

| | Current Quarter | | | Q1-Q3 Total |
|-----------------------|-----------------|-------------------------|----------------------------------|-------------|
| | Total | Organized by Government | Organized by Other Organizations | |
| Booths | 3,128 | 505 | 2,623 | 6,936 |
| Exhibitors | 1,842 | 457 | 1,385 | 3,591 |
| Mainland China | 402 | 231 | 171 | 693 |
| Hong Kong | 450 | 32 | 418 | 949 |
| Macao | 783 | 152 | 631 | 1,410 |
| Professional Visitors | 52,325 | 1,519 | 50,806 | 87,922 |
| Mainland China | 5,306 | 498 | 4,808 | 9,273 |
| Hong Kong | 9,219 | 92 | 9,127 | 15,635 |
| Macao | 35,300 | 880 | 34,420 | 54,779 |

Structure of Receipts and Expenditure of Interviewed Exhibitors %

| | Current Quarter | Same Quarter Last Year ^f | Q1-Q3 2015 | Q1-Q3 2014 ^f |
|---|-----------------|-------------------------------------|------------|-------------------------|
| Receipts | 100.0 | 100.0 | 100.0 | 100.0 |
| Sales of Products | 94.3 | 81.7 | 94.8 | 82.2 |
| Financial Support from Government / Other Organizations | 5.7 | 18.3 | 5.2 | 17.8 |
| Expenditure | 100.0 | 100.0 | 100.0 | 100.0 |
| Rental Paid for Exhibition Booth | 68.5 | 84.0 | 65.2 | 68.6 |
| Booth Decoration | 14.2 | 5.9 | 18.4 | 16.0 |
| Freight and Others | 17.3 | 10.1 | 16.4 | 15.4 |

• According to information collected from 767 exhibitors in the third quarter, sales of products took up a predominant share (94.3%) of the receipts, while rental paid for exhibition booth and booth decoration accounted for 68.5% and 14.2% respectively of the expenditure.

• In the first three quarters, information from 1,491 interviewed exhibitors indicated that 94.8% of the receipts came from sales of products, while 65.2% of the expenditure was incurred on rental for exhibition booth.

Comments from Interviewed Exhibitors

| | Proportion of exhibitors using the services | Satisfied | Quarter-to-quarter Change (p.p.) | Fair | Quarter-to-quarter Change (p.p.) | Improvement Needed | Quarter-to-quarter Change (p.p.) | No Comment | Quarter-to-quarter Change (p.p.) |
|---------------------------------------|---|-----------|----------------------------------|------|----------------------------------|--------------------|----------------------------------|------------|----------------------------------|
| Planning & Organization of Exhibition | | | | | | | | | |
| Arrangements | 100.0 | 63.4 | 3.0 | 29.1 | 0.2 | 6.9 | -3.3 | 0.6 | 0.1 |
| Hospitality | 98.6 | 66.5 | 4.6 | 29.2 | -1.4 | 3.3 | -2.3 | 1.0 | -0.9 |
| Promotion | 100.0 | 48.5 | 6.3 | 30.6 | -8.2 | 18.9 | 1.8 | 2.0 | 0.1 |
| Venue | | | | | | | | | |
| Facilities | 100.0 | 64.1 | -3.8 | 24.8 | -0.3 | 10.7 | 4.3 | 0.4 | -0.2 |
| Management | 100.0 | 75.1 | 2.1 | 20.2 | -2.3 | 4.2 | 1.8 | 0.5 | -1.6 |
| Ease of Access | 100.0 | 66.1 | -0.5 | 24.1 | -0.2 | 8.5 | 0.5 | 1.3 | 0.2 |
| Venue Staff | | | | | | | | | |
| Professionalism | 98.3 | 75.1 | 2.4 | 20.3 | -1.9 | 3.1 | -0.4 | 1.5 | -0.1 |
| Language Skills | 97.9 | 78.7 | 3.4 | 18.4 | -1.8 | 1.2 | -1.5 | 1.7 | -0.1 |
| Attitude and Efficiency | 98.3 | 74.0 | 0.7 | 20.3 | -0.6 | 3.6 | 0.1 | 2.1 | -0.2 |
| Services Rendered by Local Companies | | | | | | | | | |
| Services | 65.2 | 71.8 | -6.1 | 20.0 | 2.4 | 7.4 | 4.6 | 0.8 | -0.9 |
| Arrangements | 65.2 | 72.8 | 0.1 | 21.2 | 1.8 | 2.4 | 0.7 | 3.6 | -2.6 |

Historical Data

| | 2011 ^f | 2012 ^f | 2013 ^f | 2014 ^f |
|---------------------------------|-------------------|-------------------|-------------------|-------------------|
| Meeting | | | | |
| Annual | 764 | 747 | 725 | 706 |
| 3 rd Quarter | 168 | 153 | 162 | 155 |
| Exhibition | | | | |
| Annual | 51 | 59 | 66 | 87 |
| 3 rd Quarter | 15 | 21 | 21 | 26 |
| Participants & Attendees ('000) | | | | |
| Annual | 1,263 | 1,599 | 2,018 | 2,586 |
| 3 rd Quarter | 517 | 696 | 623 | 717 |

Note: Previously published data since 2011 have been revised according to the existing survey coverage.

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:

- 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.

Symbols:

- Absolute value equals zero

† Revised figures

p.p. Percentage point

For additional information:

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

