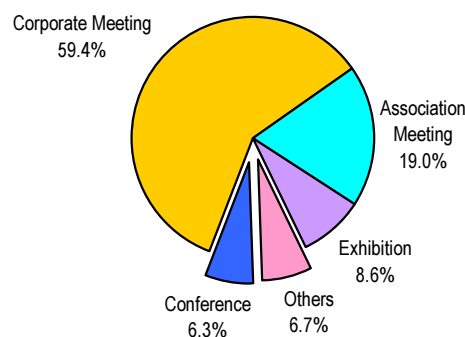


- A total of 239 MICE events were held, up by 6 year-on-year. Total number of participants and attendees dropped by 23.1% due to a decrease in number of exhibitions. For the whole year of 2015, MICE events (909) increased by 116; however, number of exhibitions decreased by 9, causing total number of participants and attendees to drop by 4.0% year-on-year. The average duration of MICE events was 2.2 days, and total floor area used for the events was 752,059 m².
- Meetings and conferences increased by 13 year-on-year, while number of participants decreased by 3.9%. In 2015, meetings and conferences rose by 125, but number of participants dropped by 10.0% owing to a decrease in conference participants. The average duration and total floor area used for the events decreased by 0.2 day and 6.5% respectively.
- Exhibitions decreased by 7 year-on-year to 23, and number of attendees dropped by 23.6%. In 2015, number of exhibitions dropped by 9, causing total number of attendees to fall by 3.8% year-on-year. The average duration of the exhibitions held stable as in 2014, while total floor area used declined by 3.5%.

Principal Indicators

	Current Quarter	Change	2015	Change
Meeting (No.)	216	13	831	125
No. of Participants ('000)	26	-3.9 %	88	-10.0 %
Average Duration (day)	1.9	-0.2 day	2.1	-0.2 day
Floor Area Used ('000 m ²)	99	5.4 %	357	-6.5 %
Exhibition (No.)	23	-7	78	-9
No. of Attendees ('000)	786	-23.6 %	2 393	-3.8 %
Average Duration (day)	3.4	-	3.3	-
Floor Area Used ('000 m ²)	185	-16.0 %	396	-3.5 %

Types of Events in 2015



- In the fourth quarter, there were 28 meetings and conferences with 200 participants or more; number of participants and total floor area used accounted for 66.5% and 49.7% of the respective total. Number of meetings and conferences with a floor area of 500 to 999 m² increased by 18 year-on-year to 32; number of participants and total floor area used rose substantially by 106.3% and 112.0% respectively.
- Exhibitions with a floor area of 3,500 m² or more totalled 14 in the fourth quarter, down by 5 year-on-year, attributable to the absence of several large-scale exhibitions previously held, as well as the reduction in floor area used of some repeated exhibitions. As a result, number of attendees to such large-scale exhibitions tumbled by 35.7% year-on-year.

MICE Events by Floor Area Used

	Current Quarter	Difference	2015	Difference
Meeting	216	13	831	125
< 500 m ²	166	-3	660	72
500 - 999	32	18	112	57
≥ 1 000	18	-2	59	-4
Exhibition	23	-7	78	-9
< 3 500 m ²	9	-2	38	-5
≥ 3 500	14	-5	40	-4

- Among the 831 meetings and conferences held in 2015, those with 200 participants or more rose by 9 year-on-year to 109, but number of participants and total floor area used dropped by 23.0% and 24.0%. Analysed by floor area used, meetings and conferences with a floor area of 500 to 999 m² totalled 112, up by 57 year-on-year; number of participants and total floor area used soared by 101.8% and 92.3% respectively. On the contrary, number of participants and total floor area used for those with a floor area of 1,000 m² or more decreased by 35.0% and 28.5%.
- There were 40 exhibitions with a floor area of 3,500 m² or more in 2015; those organized by non-government organizations decreased by 4 year-on-year to 36, and number of attendees dropped by 16.0%. Exhibitions with a floor area of less than 3,500 m² decreased by 5 to 38, but number of attendees increased by 13.8%.

MICE Events by Number of Participants & Attendees

	Current Quarter	Difference	2015	Difference
Meeting	216	13	831	125
10 - 49 participants	123	18	447	77
50 - 99	43	8	159	30
100 - 199	22	-11	116	9
≥ 200	28	-2	109	9
Exhibition	23	-7	78	-9
< 20 000 attendees	13	-4	38	-6
≥ 20 000	10	-3	40	-3

Principal Indicators of MICE Events by Quarter in 2015

	No.		No. of participants and attendees ('000)		Floor Area Used ('000 m ²)	
	Meeting	Exhibition	Meeting	Exhibition	Meeting	Exhibition
Q1	201	10	22	230	82	48
Q2	217	16	23	384	89	67
Q3	197	29	18	994	86	96
Q4	216	23	26	786	99	185

- Except in the third quarter, more than 200 meetings and conferences were held in each of the remaining quarters in 2015. November had the highest number of meetings and conferences, at 98, and the number of participants also topped at 12,750.

- As regards exhibitions, the second half year was the peak season for exhibitions, with 16 in July and 10 in November. As July had the highest number of exhibitions, total number of exhibition attendees in the third quarter reached 993,848.

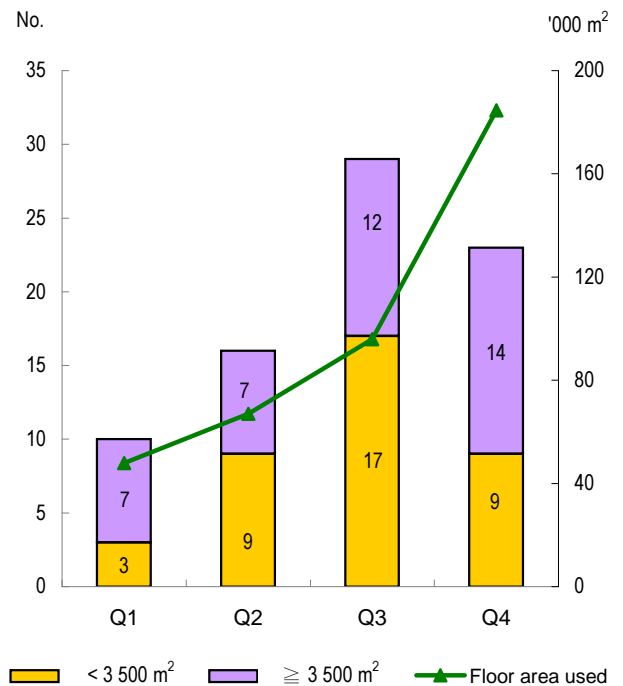
- Analysed by floor area used, meetings and conferences, as well as exhibitions, in the fourth quarter occupied the largest floor area, at 98,525 m² and 184,658 m² respectively; total floor area used for exhibitions in November reached 131,185 m².

- Number of exhibitions held in the fourth quarter decreased by 6 quarter-to-quarter; yet, total floor area used nearly doubled that in the third quarter, as there were 14 exhibitions with a floor area of 3,500 m² or more, and 5 of which had a floor area of more than 10,000 m².

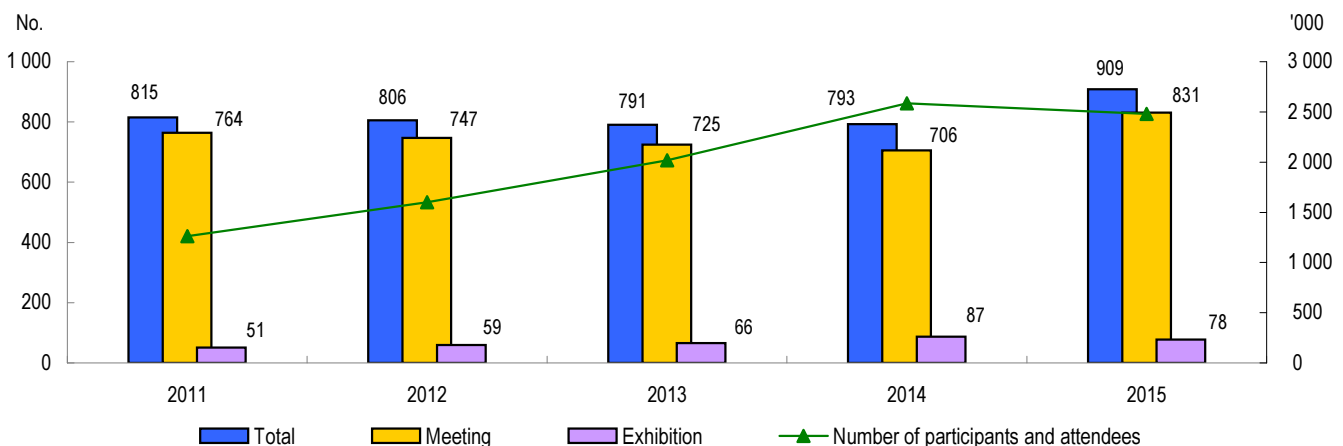
- Analysed by year, number of meetings and conferences decreased from 2011 to 2014, and rose significantly by 125 to 831 in 2015 on account of an increase in association meetings (+62). On the other hand, number of exhibitions increased annually from 2011 to 2014, but decreased by 9 to 78 in 2015.

- Meanwhile, number of MICE participants and attendees showed an upward trend from 2011 to 2014 and declined by 4.0% year-on-year in 2015.

Number of Exhibitions and Floor Area Used in 2015



Number of MICE Events and Participants & Attendees from 2011 to 2015



Receipts and Expenditure of Interviewed
Exhibition Organizers

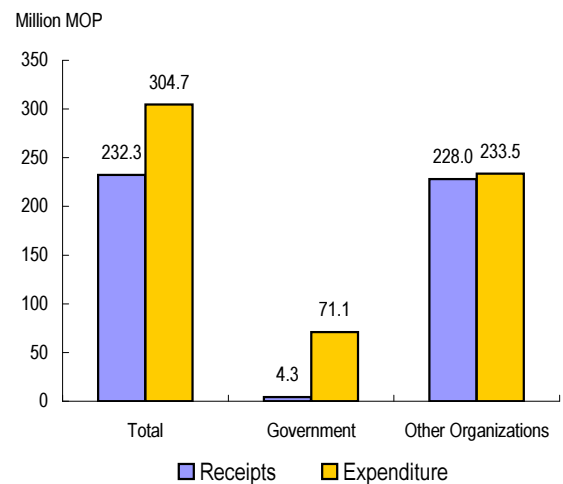
'000 MOP

	Current Quarter		2015	
	Government	Other Organizations	Government	Other Organizations
No. of Organizers	1	22	4	73
Receipts	2 234	113 201	4 345	227 965
Rental of Exhibition Booths	2 143	23 560	4 169	99 301
Financial Support from Government / Other Organizations	-	88 086	-	126 615
Expenditure	33 589	120 879	71 130	233 533
Publicity & Public Relations	4 651	12 749	14 030	43 432
Production, Construction & Decoration	8 091	26 428	16 380	54 044
Accommodation, Food & Beverages	6 011	14 844	12 676	32 335
Rental for Venue	4 032	13 438	7 993	30 129

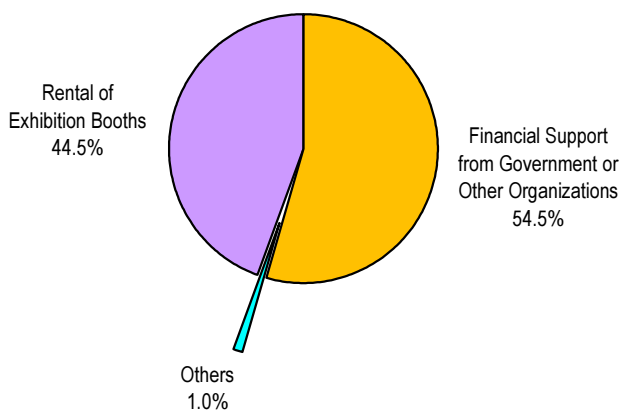
- According to information collected from organizers of 23 exhibitions in the fourth quarter, 2 exhibitions were held for the first time in Macao. These organizers had a total of 398 full-time staff engaged in the organization of the exhibitions.
- Receipts of the 23 exhibitions amounted to MOP 115 million, coming primarily from financial support from government or other organizations (76.3%). Expenditure of the exhibitions amounted to MOP 154 million, of which production, construction & decoration accounted for 22.3%, and accommodation, food & beverages shared 13.5%.
- Receipts of the 22 exhibitions organized by non-government organizations amounted to MOP 113 million (98.1% of total), of which 77.8% came from financial support from government or other organizations. Expenditure amounted to MOP 121 million (78.3% of total), mainly incurred on production, construction & decoration (21.9%).

- According to information collected from organizers of 77 exhibitions in 2015, receipts of the exhibitions amounted to MOP 232 million, with MOP 127 million (54.5%) coming from financial support from government or other organizations. Expenditure of the exhibitions amounted to MOP 305 million, of which production, construction & decoration accounted for 23.1%, and publicity & public relations shared 18.9%.
- Receipts of the 73 exhibitions organized by non-government organizations amounted to MOP 228 million (98.1% of total), of which financial support from government or other organizations shared 55.5%. Expenditure amounted to MOP 234 million (76.7% of total), mainly incurred on production, construction & decoration (23.1%) and publicity & public relations (18.6%) .

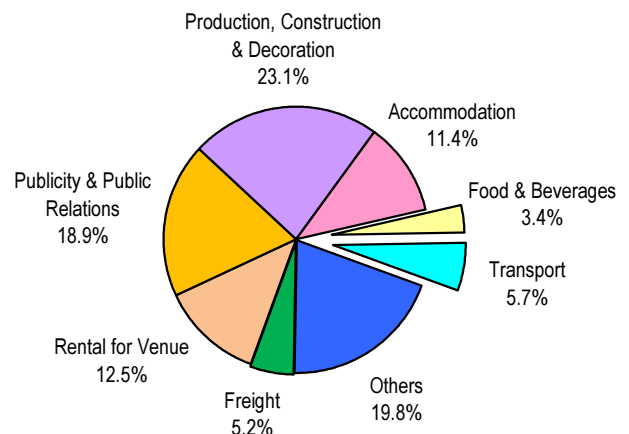
Receipts & Expenditure of Exhibition Organizers in 2015



Structure of Receipts of Exhibition Organizers in 2015



Structure of Expenditure of Exhibition Organizers in 2015

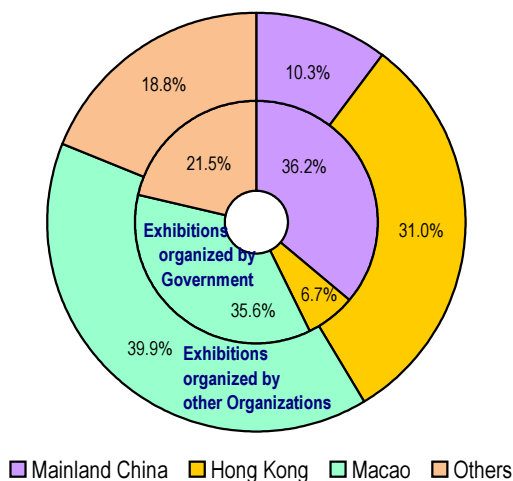


Exhibition Booths, Exhibitors and Professional Visitors of Exhibitions

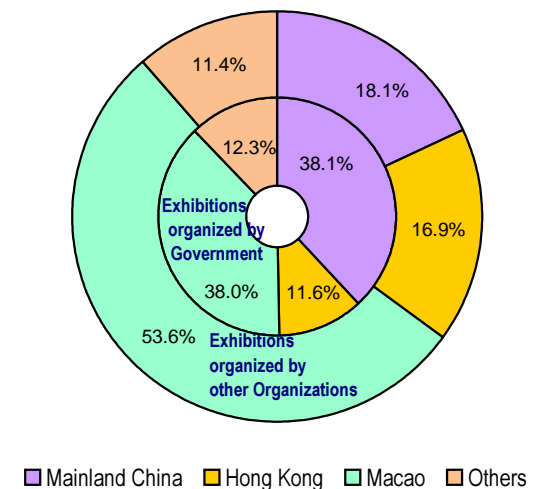
	Current Quarter		2015	
	Organized by Government	Organized by Other Organizations	Organized by Government	Organized by Other Organizations
Booths	1 651	2 676	2 828	8 441
Exhibitors	773	1 237	1 692	3 915
Mainland China	198	126	612	405
Hong Kong	30	345	113	1 213
Macao	278	473	603	1 562
Professional Visitors	6 098	50 846	11 779	133 087
Mainland China	2 450	16 857	4 484	24 096
Hong Kong	610	7 553	1 362	22 436
Macao	1 877	19 101	4 476	71 281

- Information from the organizers of the 23 exhibitions in the fourth quarter indicated that a total of 4,327 booths were set up. Exhibitors totalled 2,010, of which 37.4% came from Macao. Professional visitors totalled 56,944, coming primarily from Macao (36.8% of total) and Mainland China (33.9%).
- The 77 interviewed exhibitions in 2015 attracted a total of 5,607 exhibitors. Those attending exhibitions organized by non-government organizations totalled 3,915, with the majority coming from Macao (39.9%) and Hong Kong (31.0%). Meanwhile, exhibitors attending government-organized exhibitions (1,692) came mainly from Mainland China (36.2%) and Macao (35.6%).
- Professional visitors totalled 144,866 in 2015. The majority of them (133,087) attended exhibitions organized by non-government organizations, with more than half (53.6%) coming from Macao. On the other hand, exhibitions organized by the government mainly attracted professional visitors from Mainland China (38.1%) and Macao (38.0%).

Regional Distribution of Exhibitors in 2015



Regional Distribution of Professional Visitors in 2015



- According to information collected from 592 exhibitors in the fourth quarter, sales of products accounted for 98.8% of the receipts, while rental paid for exhibition booth and booth decoration shared 45.2% and 34.3% respectively of the expenditure.
- In 2015, information from 2,093 interviewed exhibitors indicated that 97.0% of the receipts came from sales of products, while 58.2% of the expenditure was incurred on rental for exhibition booth.

Structure of Receipts and Expenditure of Interviewed Exhibitors %

	Current Quarter	Same Quarter of 2014 ^f	2015	2014 ^f
Receipts	100.0	100.0	100.0	100.0
Sales of Products	98.8	87.2	97.0	84.2
Financial Support from Government / Other Organizations	1.2	12.8	3.0	15.8
Expenditure	100.0	100.0	100.0	100.0
Rental Paid for Exhibition Booth	45.2	48.1	58.2	60.9
Booth Decoration	34.3	31.7	24.0	21.9
Freight and Others	20.5	20.2	17.8	17.2

Comments from Interviewed Exhibitors in 4th Quarter of 2015

%

	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	62.3	-0.9	29.9	0.8	7.8	0.9	-	-0.8
Hospitality	98.3	66.0	-0.4	28.5	-0.8	3.8	0.5	1.7	0.7
Promotion	99.3	43.4	-5.2	38.6	8.2	17.2	-1.7	0.8	-1.3
Venue									
Facilities	100.0	63.7	-0.4	24.3	-0.6	11.8	1.2	0.2	-0.2
Management	100.0	75.8	0.8	21.8	1.6	1.7	-2.6	0.7	0.2
Ease of Access	100.0	68.6	2.7	22.8	-1.6	8.1	-0.3	0.5	-0.8
Venue Staff									
Professionalism	97.5	76.9	2.0	19.2	-1.3	2.8	-0.2	1.1	-0.5
Language Skills	97.1	81.2	2.7	15.0	-3.5	2.1	0.9	1.7	-0.1
Work Efficiency & Attitude	97.3	78.5	4.8	18.2	-2.1	2.3	-1.4	1.0	-1.3
Services Rendered by Local Companies									
Services	67.6	66.0	-5.6	23.3	3.1	3.3	-4.0	7.4	6.5
Arrangements	67.6	64.5	-8.1	24.0	2.8	3.0	0.4	8.5	4.9

Historical Data

	2011	2012	2013	2014
No. of MICE Events				
Meeting				
Annual	764	747	725	706
4 th Quarter	205	212	228	203
Exhibition				
Annual	51	59	66	87
4 th Quarter	16	19	24	30
Participants & Attendees ('000)				
Meeting Participants				
Annual	96	109	124	98
4 th Quarter	24	31	50	27
Exhibition Attendees				
Annual	1 167	1 490	1 893	2 488
4 th Quarter	480	586	931	1 028
Average Duration of Events (day)				
Average Duration of Meetings				
Annual	2.3	2.2	2.2	2.3
4 th Quarter	2.0	2.3	2.1	2.1
Average Duration of Exhibitions				
Annual	3.5	3.4	3.2	3.3
4 th Quarter	3.7	3.5	3.3	3.4

- Regarding comments about the MICE venue and services, over 75% of the interviewed exhibitors were satisfied with the professionalism, language skills and work efficiency & attitude of the venue staff in the fourth quarter, up by 2.0, 2.7 and 4.8 percentage points from the respective percentages in the third quarter.
- Moreover, 11.8% of the exhibitors commented that the facilities of the venue should be improved, while 68.6% were satisfied with the ease of access to the venue, up by 2.7 percentage points quarter-to-quarter.
- As regards planning and organization of the exhibition, 43.4% of the exhibitors were satisfied with the promotion of the exhibition, down by 5.2 percentage points, while 17.2% considered that improvement was needed.
- Among the exhibitors that had used services rendered by local companies, the proportion of those who were satisfied with their services (66.0%) and arrangements (64.5%) dropped by 5.6 and 8.1 percentage points respectively quarter-to-quarter.

Survey Coverage:

MICE Statistics comprises meetings, conferences and exhibitions with a duration of four hours or more and are being held in paid venues, such as hotels and major convention & exhibition centres 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

^r Revised figures

p.p. Percentage point

For additional information:

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

