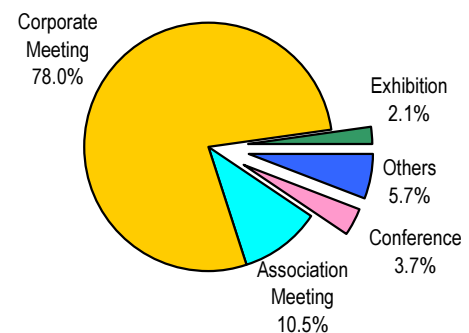


- A total of 191 MICE events were held, down by 20 year-on-year. Total number of participants and attendees dropped by 50.4% year-on-year due to a decrease of 6 exhibitions. According to the information, 4 of the exhibitions held in the first quarter of 2015 were scheduled to be held in the second quarter of this year, resulting in a significant decline in the number of MICE participants and attendees in the first quarter of 2016.
- Meetings and conferences dropped by 14 year-on-year to 187, with number of participants falling by 28.7% to 15,457. The average duration of the meetings and conferences was 2.0 days and total floor area used was 74,876 m<sup>2</sup>.
- All of the 4 exhibitions in the first quarter were organized by non-government organizations. Number of attendees declined by 52.4% year-on-year to 109,503. The average duration of the exhibitions was 2.8 days and total floor area used was 10,130 m<sup>2</sup>.

#### Principal Indicators

	Current Quarter	Same Quarter Last Year <sup>†</sup>	Change
Meeting (No.)	187	201	-14
No. of Participants ('000)	15	22	-28.7 %
Average Duration (day)	2.0	2.2	-0.2 day
Floor Area Used ('000 m <sup>2</sup> )	75	82	-9.1 %
Exhibition (No.)	4	10	-6
No. of Attendees ('000)	110	230	-52.4 %
Average Duration (day)	2.8	3.1	-0.3 day
Floor Area Used ('000 m <sup>2</sup> )	10	48	-78.9 %

#### Types of Events

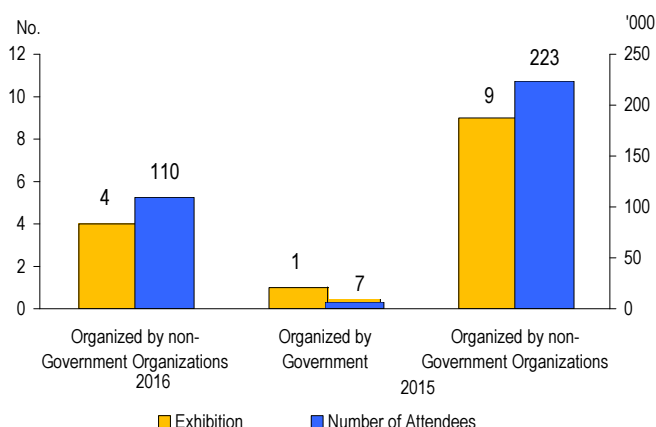


- The decline in number of meetings and conferences was attributable to a decrease of 15 meetings and conferences with a floor area of less than 500 m<sup>2</sup>. On the other hand, meetings and conferences with a floor area of 500 to 999 m<sup>2</sup> increased by 2 year-on-year to 22; however, number of participants dropped by 51.5%.
- Meetings and conferences with 200 participants or more (21) made up only 11.2% of the total, but number of participants and total floor area used accounted for 57.4% and 49.8% of the respective total. Meanwhile, meetings and conferences having 100 to 199 participants (12) decreased by 23 year-on-year, and number of participants and total floor area used declined by 67.6% and 52.2%.

#### Meetings and Conferences by Floor Area Used and Number of Participants

	Current Quarter	Same Quarter Last Year <sup>†</sup>	Difference
<b>Floor Area Used</b>			
< 500 m <sup>2</sup>	150	165	-15
500 - 999	22	20	2
≥ 1 000	15	16	-1
<b>Number of Participants</b>			
10 - 49 participants	113	107	6
50 - 99	41	35	6
100 - 199	12	35	-23
≥ 200	21	24	-3

#### Number of Exhibitions and Attendees



- As regards exhibitions, all of the 4 exhibitions in the first quarter were organized by non-government organizations, of which 2 exhibitions were held for the first time in Macao and 2 were repeated exhibitions. Number of exhibitions organized by non-government organizations decreased by 5 compared with 9 exhibitions in the first quarter of 2015; number of attendees and total floor area used declined by 51.0% and 67.4% respectively.

## Receipts and Expenditure of Interviewed Exhibition Organizers

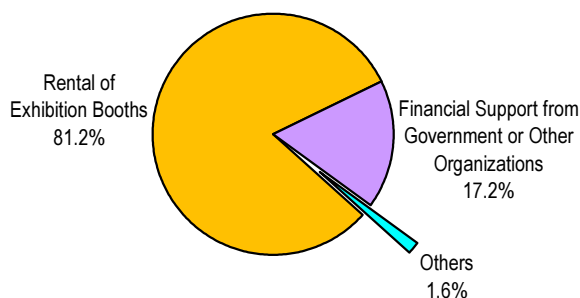
'000 MOP

	Current Quarter	Same Quarter Last Year <sup>†</sup>	
	Non-Government Organizations	Government	Non-Government Organizations
No. of Organizers	4	1	9
Receipts	5 444	1 063	11 989
Rental of Exhibition Booths	4 423	978	6 709
Financial Support from Government or Other Organizations	936	-	5 280
Expenditure	6 172	24 888	12 848
Publicity & Public Relations	1 376	5 821	3 700
Production, Construction & Decoration	1 755	5 114	2 829
Accommodation, Food & Beverages	177	5 067	1 148
Rental for Venue	1 264	2 055	3 453

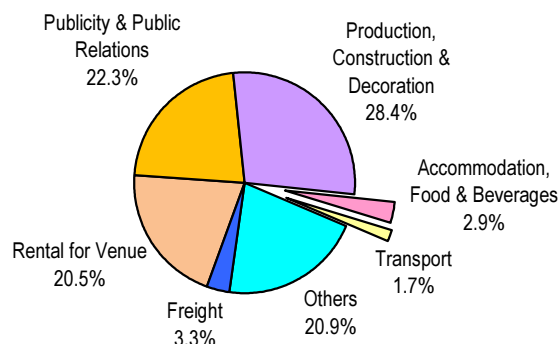
- According to information collected from the organizers of the 4 exhibitions, a total of 59 full-time staff were engaged in the exhibitions. Receipts of the 4 exhibitions amounted to MOP 5.44 million, coming primarily from rental of exhibition booths (81.2%), and financial support from government or other organizations accounted for 17.2%.

- Expenditure of the exhibitions totalled MOP 6.17 million, which was mainly incurred on production, construction & decoration (28.4%), publicity & public relations (22.3%) and rental for venue (20.5%).

Structure of Receipts of Exhibition Organizers



Structure of Expenditure of Exhibition Organizers



## Exhibition Booths, Exhibitors and Professional Visitors of Exhibitions

- Exhibitors totalled 267, of which 77.5% came from Hong Kong. A total of 450 booths were set up.
- Professional visitors totalled 420, coming primarily from Macao (52.4% of total); those from Mainland China and Hong Kong made up 16.7% and 18.1% respectively of the total.

	Current Quarter	Same Quarter Last Year	
	Organized by non-Government Organizations	Organized by Government	Organized by non-Government Organizations
Booths	450	672	843
Exhibitors	267	462	496
Mainland China	7	183	28
Hong Kong	207	51	238
Macao	44	173	163
Professional Visitors	420	4 162	978
Mainland China	70	1 536	28
Hong Kong	76	660	241
Macao	220	1 719	618

## Structure of Receipts and Expenditure of Interviewed Exhibitors %

	Current Quarter	Same Quarter Last Year <sup>f</sup>
Receipts	100.0	100.0
Sales of Products	98.4	92.9
Financial Support from Government or Other Organizations	1.6	6.9
Expenditure	100.0	100.0
Rental Paid for Exhibition Booth	70.5	64.7
Booth Decoration & Construction	19.1	21.2
Freight and Others	10.4	14.1

- Information from 121 interviewed exhibitors in the first quarter indicated that 98.4% of their receipts came from sales of products.

- As regards expenditure, rental paid for exhibition booth accounted for 70.5% of the total, followed by booth decoration & construction (19.1%).

## 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	64.5	2.2	26.4	-3.5	3.3	-4.5	5.8	5.8
Hospitality	94.2	67.5	1.5	25.4	-3.1	1.8	-2.0	5.3	3.6
Promotion	99.2	35.8	-7.6	30.0	-8.6	28.3	11.1	5.9	5.1
Venue									
Facilities	100.0	65.3	1.6	24.8	0.5	9.1	-2.7	0.8	0.6
Management	100.0	76.8	1.0	20.7	-1.1	2.5	0.8	-	-0.7
Ease of Access	100.0	61.2	-7.4	26.4	3.6	11.6	3.5	0.8	0.3
Venue Staff									
Professionalism	95.0	71.3	-5.6	20.0	0.8	2.6	-0.2	6.1	5.0
Language Skills	98.3	74.8	-6.4	16.0	1.0	3.4	1.3	5.8	4.1
Work Efficiency & Attitude	92.6	68.8	-9.7	24.1	5.9	0.9	-1.4	6.2	5.2
Services Rendered by Local Companies									
Services	76.9	66.7	0.7	24.7	1.4	7.5	4.2	1.1	-6.3
Arrangements	76.9	63.4	-1.1	30.1	6.1	2.2	-0.8	4.3	-4.2

- Regarding comments about the MICE venue and services, 76.8% of the interviewed exhibitors were satisfied with the venue management, up by 1.0 percentage point quarter-to-quarter.

- As regards planning and organization of the exhibition, the proportion of interviewed exhibitors who were satisfied with the arrangements of the exhibition increased by 2.2 percentage points quarter-to-quarter to 64.5%; meanwhile, 35.8% of the exhibitors were satisfied with the promotion of the exhibition, down by 7.6 percentage points, while 28.3% considered that improvement was needed, up by 11.1 percentage points.

- Furthermore, the proportion of interviewed exhibitors who were satisfied with the work efficiency & attitude of the venue staff decreased by 9.7 percentage points quarter-to-quarter to 68.8%.

## Historical Data for 1<sup>st</sup> Quarter

	2012	2013	2014	2015 <sup>f</sup>
No. of MICE Events	236	179	209	211
Meeting	225	166	196	201
Exhibition	11	13	13	10
Participants and Attendees ('000)	160	200	296	252
Meeting Participants	54	25	32	22
Exhibition Attendees	106	175	264	230
Average Duration of Events (day)	2.3	2.6	2.5	2.2
Average Duration of Meetings	2.3	2.6	2.5	2.2
Average Duration of Exhibitions	3.0	2.7	2.8	3.1

#### Survey Coverage:

MICE Statistics covers meetings, conferences and exhibitions with a duration of four hours or more and are 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. Usually, a conference is divided into sessions based on various areas relevant to the conference theme.

**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

m<sup>2</sup> Square metre

'000 Thousand

MOP Macao Pataca

p.p. Percentage point

For additional information:

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

