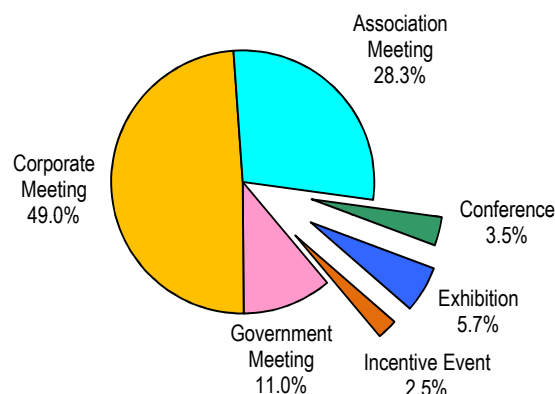


- In order to provide a comprehensive overview of the MICE industry in Macao, apart from the adoption of international standards, the MICE Statistics also incorporates meetings & conferences of less than 4 hours, as well as business incentive events which include those supported by the Macao Trade and Investment Promotion Institute (IPIM), starting from this quarter. Relevant statistics in this brief report and the Statistics Database of the DSEC website have been updated accordingly.
- A total of 318 MICE events were held, consisting of 292 meetings & conferences, 18 exhibitions and 8 incentive events. Total number of participants and attendees was 451,000. In the first half year, a total of 628 MICE events were held, drawing 588,000 participants and attendees.
- Number of meetings & conferences decreased by 7 year-on-year; number of participants rose by 22.1% due to an increase in number of meetings & conferences having 200 participants or more. Number of meetings & conferences of 4 hours or more decreased by 29 while number of participants increased by 14.5%. In the first half year, number of meetings & conferences increased by 10 and number of participants rose by 13.8%.
- Number of exhibitions increased by 2 year-on-year to 18, and number of attendees rose by 2.1% to 392,000. Exhibitions organized by non-government organizations totalled 17, with number of attendees accounting for 98.5% of the total. In the first half year, a total of 501,000 attendees were attracted to 22 exhibitions, down by 18.3% year-on-year.
- Incentive events totalled 8, drawing 23,000 participants. In the first half year, 20 incentive events together attracted 25,000 participants.

Principal Indicators

	Current Quarter	Change	1 st Half Year	Change
MICE Events (No.)	318	..	628	..
No. of Participants and Attendees ('000)	451	..	588	..
Average Duration (day)	1.5	..	1.5	..
Meetings (No.)	292	-7	586	10
No. of Participants ('000)	36	22.1 %	61	13.8 %
Average Duration (day)	1.4	-0.3 day	1.4	-0.3 day
Of which: 4 hours or more	184	-29	365	-44
No. of Participants ('000)	26	14.5 %	40	-4.7 %
Average Duration (day)	1.9	-0.2 day	1.9	-0.2 day
Exhibitions (No.)	18	2	22	-4
No. of Attendees ('000)	392	2.1 %	501	-18.3 %
Average Duration (day)	3.4	0.2 day	3.3	0.1 day
Incentive Events (No.)	8	..	20	..
No. of Participants ('000)	23	..	25	..
Average Duration (day)	2.0	..	1.9	..

Types of Events



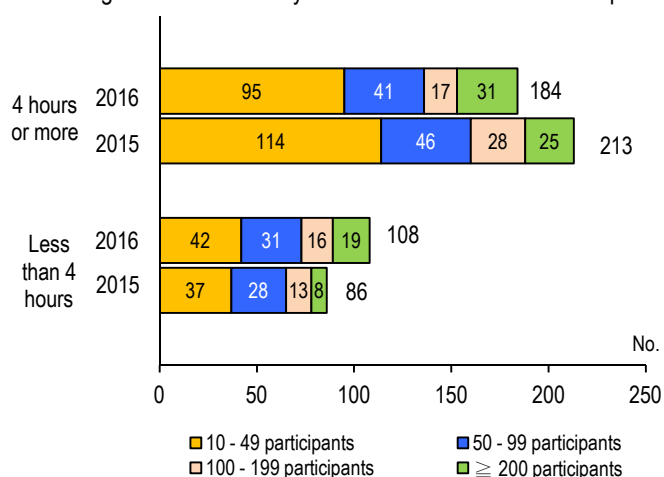
Meetings & Conferences by Number of Participants

	Current Quarter	Difference	1 st Half Year	Difference
10 - 49 participants	137	-14	295	15
50 - 99	72	-2	141	-13
100 - 199	33	-8	62	-24
≥ 200	50	17	88	32

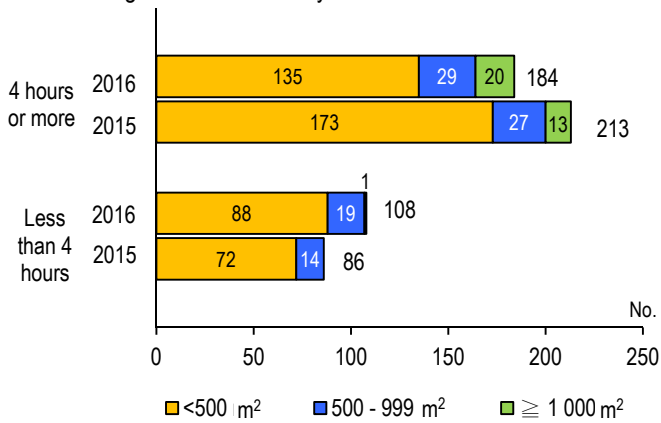
Meetings & Conferences

- Analyzed by number of participants, meetings & conferences with 10 to 49 participants decreased by 14 year-on-year to 137, accounting for 46.9% of the total; number of participants made up 9.6% of the total. Meetings & conferences with 200 participants or more increased by 17 to 50, constituting 17.1% of the total; number of participants took up 64.7% of the total.
- Meetings & conferences of 4 hours or more totalled 184; those with 200 participants or more increased by 6 year-on-year to 31, and number of participants rose by 42.4% to 18,000. Meetings & conference with less than 200 participants decreased by 35 to 153, and number of participants dropped by 22.7% to 7,388.
- Meetings & conferences of less than 4 hours totalled 108, attracting 10,000 participants, up by 22 events and 47.1% respectively year-on-year. Meetings & conferences with 200 participants or more increased by 11 to 19, and number of participants soared by 108.6% to 4,858.

Meetings & Conferences by Duration and Number of Participants



Meetings & Conferences by Duration and Floor Area Used

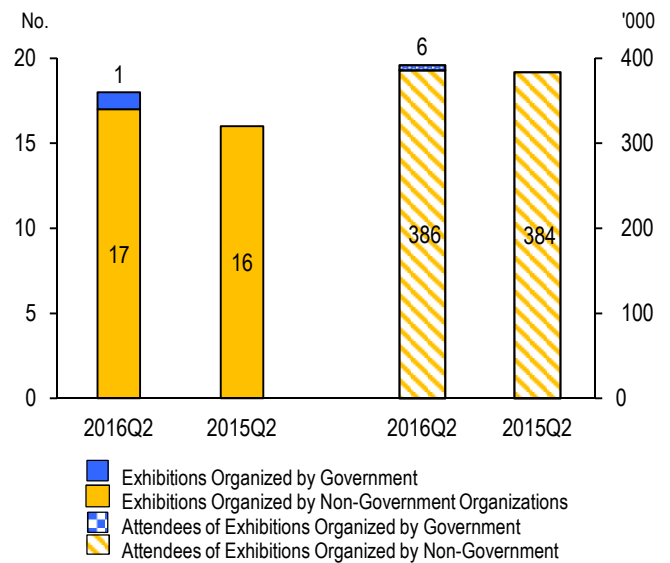


- Total floor area used for meetings & conferences was 157,000 m², up by 42.3% year-on-year; those of 4 hours or more occupied a total floor area of 128,000 m², accounting for 81.4% of the total.
- Analyzed by floor area used, meetings & conferences with a floor area of less than 500 m² decreased by 22 year-on-year to 223, of which meetings & conferences of 4 hours or more (135) made up 60.5%.
- Meetings & conferences with a floor area of 1,000 m² or more increased by 8 year-on-year to 21, of which 20 were of 4 hours or more. Number of participants rose by 77.7% to 15,000, of which 98.8% attended meetings & conferences of 4 hours or more.

Exhibitions

- Among the 18 exhibitions in the second quarter, 5 were held for the first time in Macao, attracting 42,000 attendees. The 8 repeated exhibitions previously held in the second quarter of 2015 drew 284,000 attendees, down by 5.2% year-on-year.
- Most of the exhibitions (17) in the second quarter were organized by non-government organizations; those with a floor area of less than 3,500 m² increased by 5 year-on-year, with number of attendees rising by 137,000. Number of exhibitions with a floor area of 3,500 m² or more decreased year-on-year to 3, with number of attendees falling by 135,000. Total number of attendees to exhibitions organized by non-government organizations rose slightly by 0.6% year-on-year in the second quarter.

Number of Exhibitions and Attendees



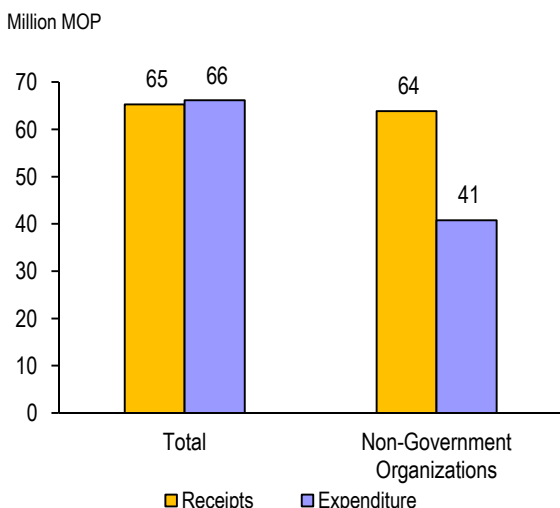
Incentive Events

- Among the 8 incentives events, 6 events had less than 2,000 participants while the other 2 events had over 5,000 participants.

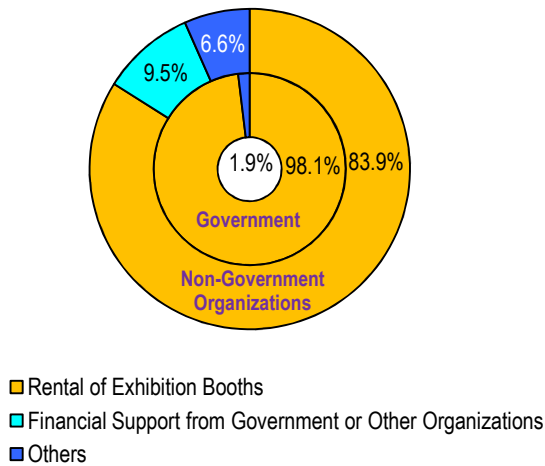
Receipts and Expenditure of Interviewed Exhibition Organizers

	Current Quarter		1 st Half Year	
	Total	Proportion (%)	Total	Proportion (%)
No. of Organizers	17	..	21	..
Receipts	65 324	100.0	70 768	100.0
Of which:				
Rental of Exhibition Booths	55 015	84.2	59 439	84.0
Financial Support from Government or Other Organizations	6 046	9.3	6 982	9.9
Expenditure	66 163	100.0	72 335	100.0
Of which:				
Publicity & Public Relations	15 146	22.9	16 521	22.8
Production, Construction & Decoration	18 393	27.8	20 148	27.9
Accommodation, Food & Beverages	12 148	18.4	12 326	17.0
Rental for Venue	9 160	13.8	10 424	14.4

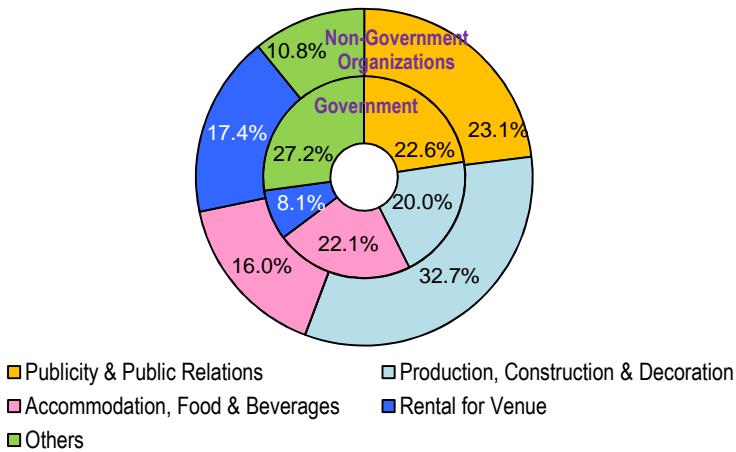
Receipts and Expenditure of Interviewed Exhibition Organizers



Structure of Receipts of Interviewed Exhibition Organizers



Structure of Expenditure of Interviewed Exhibition Organizers



Receipts and Expenditure of Interviewed Exhibition Organizers

- In accordance with information collected from the organizers of 17 exhibitions in the second quarter, receipts of these exhibitions came primarily from rental of exhibition booths (84.2%), and financial support from government or other organizations accounted for 9.3%. Expenditure of the exhibitions was mainly incurred on production, construction & decoration (27.8%), publicity & public relations (22.9%) and Accommodation, Food & Beverages (18.4%).
- Analyzed by type of organizer, information from the non-government organizers of 16 exhibitions indicated that receipts of these exhibitions amounted to MOP 63.90 million (97.8% of total), of which 83.9% came from rental of exhibition booths. On the other hand, receipts of the exhibition organized by the government totalled MOP 1.42 million, with 98.1% coming from rental of exhibition booths.
- Expenditure of the exhibitions organized by non-government organizations amounted to MOP 40.77 million (61.6% of total), with the majority being spent on production, construction & decoration (32.7%), publicity & public relations (23.1%) and rental for venue (17.4%). Expenditure of the exhibition organized by the government totalled MOP 25.39 million, which was mainly incurred on publicity & public relations (22.6%), accommodation, food & beverages (22.1%) and production, construction & decoration (20.0%), while rental for venue only made up 8.1%.
- According to information collected from the organizers of 21 exhibitions in the first half year, receipts of the exhibitions were mainly generated from rental of exhibition booths (84.0% of total), while expenditure of the exhibitions was mainly incurred on production, construction & decoration (27.9% of total). Receipts (MOP 69.34 million) and Expenditure (MOP 46.95 million) of the exhibitions organized by non-government organizations constituted 98.0% and 64.9% of the respective total.

Exhibitors and Professional Visitors of Exhibitions

- The 17 interviewed exhibitions in the second quarter attracted 1,455 exhibitors, coming primarily from Macao (33.7%) and Mainland China (27.0%). A total of 2,954 booths were set up. Professional visitors totalled 34,000, with those from Macao predominating (53.5%). Exhibitors and professional visitors attending exhibitions organized by non-government organizations made up 67.8% and 90.0% of the respective total.

Structure of Receipts and Expenditure of Interviewed Exhibitors

	Current Quarter	Same Quarter of 2015 ^r	1 st Half Year of 2016	1 st Half Year of 2015 ^r
Receipts	100.0	100.0	100.0	100.0
Sales of Products	95.8	96.1	96.7	95.0
Financial Support from Government or Other Organizations and others	4.2	3.9	3.3	5.0
Expenditure	100.0	100.0	100.0	100.0
Rental Paid for Exhibition Booth	59.6	61.0	62.0	62.4
Booth Decoration & Construction	27.0	21.9	25.3	21.7
Freight and Others	13.4	17.1	12.7	15.9

Exhibition Booths, Exhibitors and Professional Visitors of Exhibitions

Exhibitions	Current Quarter			Total of 1 st Half Year
	Total	Organized by Government	Organized by non-Government	
Booths	2 954	690	2 264	3 404
Exhibitors	1 455	468	987	1 722
Mainland China	393	214	179	400
Hong Kong	213	54	159	420
Macao	491	155	336	535
Professional Visitors	34 146	3 416	30 730	34 566
Mainland China	6 894	1 379	5 515	6 964
Hong Kong	2 889	468	2 421	2 965
Macao	18 254	1 412	16 842	18 474

Receipts and Expenditure of Interviewed Exhibitors

- Information from 440 interviewed exhibitors in the second quarter indicated that 95.8% of their receipts came from sales of products. As regards expenditure, rental paid for exhibition booth and booth decoration & construction accounted for 59.6% and 27.0% of the total respectively.

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	98.0	71.5	7.0	20.6	-5.8	5.6	2.3	2.3	-3.5	
Hospitality	97.0	73.5	6.0	21.8	-3.6	2.3	0.5	2.4	-2.9	
Promotion	99.3	51.3	15.5	21.3	-8.7	24.5	-3.8	2.9	-3.0	
Venue										
Facilities	100.0	72.0	6.7	20.2	-4.6	7.5	-1.6	0.3	-0.5	
Management	100.0	79.5	2.7	18.2	-2.5	1.4	-1.1	0.9	0.9	
Ease of Access	100.0	77.5	16.3	15.5	-10.9	6.4	-5.2	0.6	-0.2	
Venue Staff										
Professionalism	98.4	82.7	11.4	13.4	-6.6	1.6	-1.0	2.3	-3.8	
Language Skills	96.8	84.7	9.9	12.0	-4.0	1.4	-2.0	1.9	-3.9	
Work Efficiency & Attitude	97.0	84.1	15.3	12.4	-11.7	2.1	1.2	1.4	-4.8	
Services Rendered by Local Companies										
Services	47.7	84.3	17.6	12.4	-12.3	2.4	-5.1	0.9	-0.2	
Arrangements	47.7	86.2	22.8	11.4	-18.7	1.4	-0.8	1.0	-3.3	

Comments from Interviewed Exhibitors

- Regarding comments about the MICE venue and services, over 80.0% of the interviewed exhibitors were satisfied with the professionalism, language skills, work efficiency & attitude of the venue staff, as well as the services and arrangements rendered by local companies, notably higher than the respective percentages in the first quarter of 2016.
- Meanwhile, 51.3% of the exhibitors were satisfied with the promotion of the exhibition, up by 15.5 percentage points quarter-to-quarter, while a relatively high proportion of the exhibitors (24.5%) considered that improvement was needed, down by 3.8 percentage points.
- As regards the venue, 77.5% of the exhibitors were satisfied with the ease of access, up by 16.3 percentage points, while 6.4% considered that improvement was needed, down by 5.2 percentage points.

Historical Data for 2nd Quarter

	2012 ^f	2013 ^f	2014 ^f	2015 ^f
No. of MICE Events	231	225	225	320
Meetings	223	217	207	304
Of which: 4 hours or more	157	169	152	217
Exhibitions	8	8	18	16
Participants and Attendees ('000)	130	218	522	413
Meeting Participants	17	24	22	30
Of which: 4 hours or more	13	20	17	23
Exhibition Attendees	113	194	500	384
Average Duration of Events (day)	1.6	1.9	1.9	1.8
Average Duration of Meetings	1.6	1.8	1.8	1.7
Of which: 4 hours or more	2.0	2.2	2.3	2.2
Average Duration of Exhibitions	3.6	3.9	3.3	3.2

Survey Coverage:

MICE Statistics covers meetings & conferences, exhibitions and incentive events that are held in paid venues, such as hotels and major convention & exhibition centres in Macao. However, meetings with less than 10 participants; meetings for 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.

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 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.

Incentive Event: A management tool that uses an exceptional travel experience with pre-arranged meetings to motivate and recognize participants for increased level of performance. An incentive event may include various sessions, of which meetings are an essential part of the event.

Note: The duration of events of less than 4 hours is counted as 0.5 day.

Symbols:

- r Revised figures
- m² Square metre
- '000 Thousand
- MOP Macao Pataca
- p.p. Percentage point

For additional information:

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

