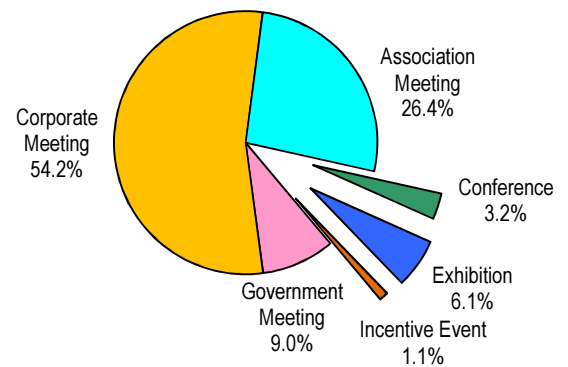


- A total of 277 MICE events were held, consisting of 257 meetings & conferences, 17 exhibitions and 3 incentive events. Total number of participants and attendees was 628,000. In the first three quarters, a total of 905 MICE events were held, drawing 1,215,000 participants and attendees.
- Number of meetings & conferences increased by 6 year-on-year; number of participants rose by 93.4%, with those participating in meetings & conferences with 200 participants or more soaring by 170.3% to 33,000. Meetings & conferences of 4 hours or more decreased by 18, yet number of participants surged by 119.5%. In the first three quarters, number of meetings & conferences rose by 16 year-on-year and number of participants went up by 37.7%.
- Number of exhibitions decreased by 12 year-on-year to 17, and number of attendees dropped by 41.9% to 577,000. Exhibitions organized by non-government organizations totalled 13, with number of attendees accounting for 73.9% of the total. In the first three quarters, 39 exhibitions were held, attracting 1,078,000 attendees.
- There were 3 incentive events, which brought 5,712 participants. In the first three quarters, 23 incentive events together attracted 31,000 participants.

Principal Indicators

	Current Quarter	Change	Q1 - Q3	Change
MICE Events (No.)	277	..	905	..
No. of Participants and Attendees ('000)	628	..	1 215	..
Average Duration (day)	1.6	..	1.5	..
Meetings (No.)	257	6	843	16
No. of Participants ('000)	45	93.4 %	106	37.7 %
Average Duration (day)	1.4	-0.3 day	1.4	-0.3 day
Of which: 4 hours or more	171	-18	536	-62
No. of Participants ('000)	37	119.5 %	77	31.0 %
Average Duration (day)	1.9	-0.3 day	1.9	-0.2 day
Exhibitions (No.)	17	-12	39	-16
No. of Attendees ('000)	577	-41.9 %	1 078	-32.9 %
Average Duration (day)	3.5	0.2 day	3.4	0.1 day
Incentive Events (No.)	3	..	23	..
No. of Participants ('000)	6	..	31	..
Average Duration (day)	3.7	..	2.1	..

Types of Events



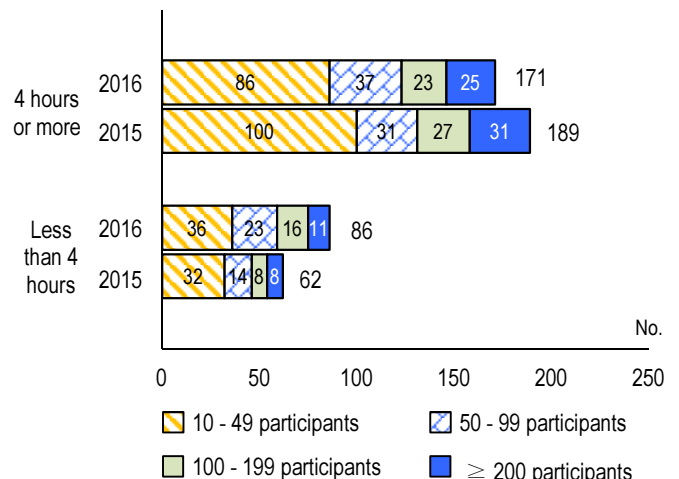
Meetings & Conferences by Number of Participants

	Current Quarter	Difference	Q1 - Q3	Difference
10 - 49 participants	122	-10	417	5
50 - 99	60	15	201	2
100 - 199	39	4	101	-20
≥ 200	36	-3	124	29

Meetings & Conferences

- Analyzed by number of participants, meetings & conferences with 10 to 49 participants decreased by 10 year-on-year to 122 (47.5% of total), and number of participants (2,868) made up merely 6.4% of the total.
- Meetings & conferences with 200 participants or more dropped by 3 year-on-year to 36 (14.0% of total), while number of participants soared by 170.3% to 33,000 (73.0% of total).
- Meetings & conferences of 4 hours or more decreased by 18 year-on-year to 171, yet number of participants surged by 119.5% to 37,000. For those meetings & conferences with 200 participants or more, number of participants soared by 234.5% year-on-year to 30,000.
- Meetings & conferences of less than 4 hours rose by 24 year-on-year to 86, and number of participants increased by 22.9% to 7,690. Among them, meetings & conferences with 200 participants or more (11) and the number of participants (3,200) represented 12.8% and 41.6% of the respective total.

Meetings & Conferences by Duration and Number of Participants



- Total floor area used for meetings & conferences in the third quarter was 130,000 m², up by 30.4% year-on-year; those of 4 hours or more occupied a total floor area of 107,000 m², accounting for 82.8% of the total.
- Meetings & conferences with a floor area of less than 500 m² increased by 2 year-on-year to 201, and those of 4 hours or more (127) made up 63.2% of the total.
- Meetings & conferences with a floor area of 1,000 m² or more increased by 11 year-on-year to 23, and number of participants expanded by 547.3% to 28,000; total floor area used surged by 107.4% to 71,000 m². Among these meetings & conferences, those of 4 hours or more (21) accounted for 91.3% of the total.

Meetings & Conferences by Duration and Floor Area Used

	No. of Meetings & Conferences	Difference	No. of Participants ('000)	Change (%)
Total	257	6	45	93.4
< 500 m ²	201	2	10	-12.5
500 - 999	33	-7	7	-4.3
≥ 1 000	23	11	28	547.3
4 hours or more	171	-18	37	119.5
< 500 m ²	127	-20	6	-33.6
500 - 999	23	-9	4	-21.2
≥ 1 000	21	11	27	829.8
Less than 4 hours	86	24	8	22.9
< 500 m ²	74	22	5	42.5
500 - 999	10	2	2	52.5
≥ 1 000	2	-	1	-59.6

Number of Exhibitions and Attendees

	No. of Exhibitions	Difference	No. of Attendees ('000)	Change (%)
Total	17	-12	577	-41.9
Organized by Government	4	2	151	4.1
Organized by Non-Government Organizations	13	-14	426	-49.8
< 20 000 Attendees	6	-4	25	-72.7
≥ 20 000	7	-10	401	-47.0

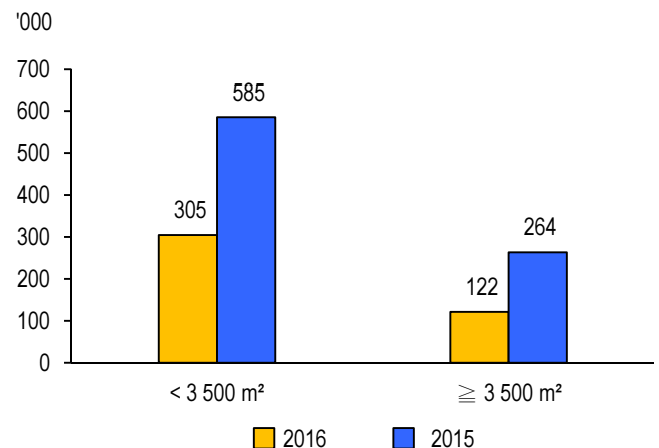
Exhibitions

- Among the 17 exhibitions in the third quarter, 2 were held for the first time in Macao. The 12 repeated exhibitions previously held in the third quarter of 2015 drew 492,000 attendees, down by 19.7% year-on-year.
- Number of exhibitions organized by the government increased by 2 year-on-year to 4. Number of attendees and total floor area used rose by 4.1% and 102.5% respectively.
- Among the 13 exhibitions organized by non-government organizations, those with 20,000 attendees or more decreased by 10 year-on-year to 7, with number of attendees (401,000) falling by 47.0%. Those exhibitions with a floor area of 3,500 m² or more decreased from 10 to 5, and the corresponding number of attendees and total floor area used plunged by 53.8% and 59.2% respectively.

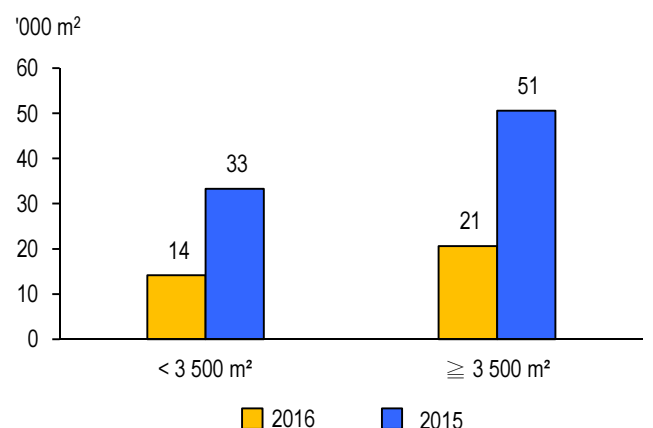
Incentive Events

- There were 3 incentive events held in the third quarter, attracting 5,712 participants, and total floor area used reached 20,000 m².

Number of Attendees of Exhibitions Organized by Non-Government Organizations by Floor Area Used



Total Floor Area Used for Exhibitions Organized by Non-Government Organizations by Floor Area Used



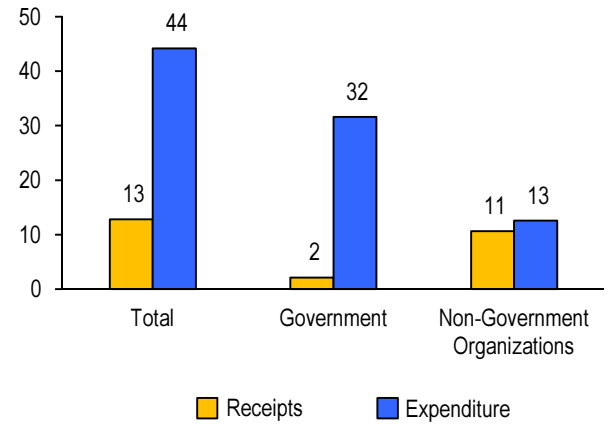
Main Items of Receipts and Expenditure of Interviewed Exhibition Organizers

'000 MOP

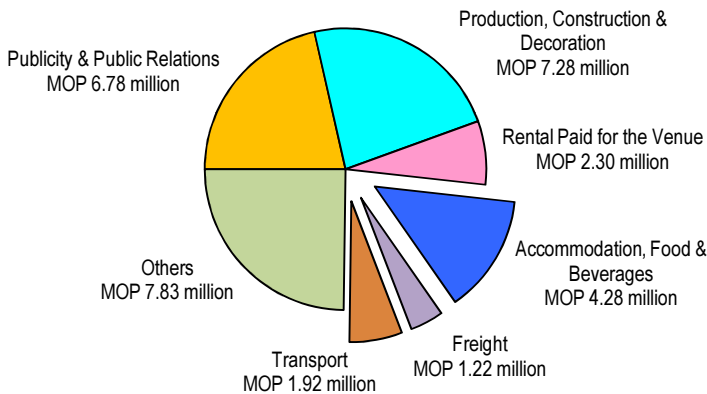
	Current Quarter		Q1 - Q3	
	Total	Structure (%)	Total	Structure (%)
No. of Organizers	17	..	38	..
Receipts	12 794	100.0	83 562	100.0
Of which:				
Rental of Exhibition Booths	10 080	78.8	69 519	83.2
Financial Support from Government or Other Organizations	2 113	16.5	9 095	10.9
Expenditure	44 178	100.0	116 514	100.0
Of which:				
Publicity & Public Relations	10 350	23.4	26 872	23.1
Production, Construction & Decoration	11 171	25.3	31 318	26.9
Accommodation, Food & Beverages	5 200	11.8	17 526	15.0
Rental Paid for the Venue	4 826	10.9	15 249	13.1

Receipts and Expenditure of Interviewed Exhibition Organizers

Million MOP



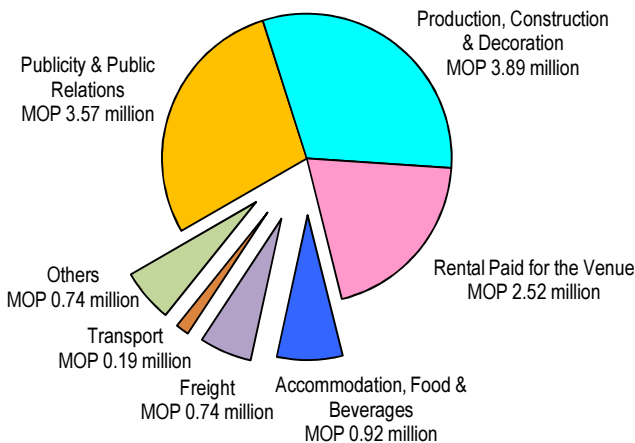
Structure of Expenditure for Exhibitions Organized by the Government



Receipts and Expenditure of Interviewed Exhibition Organizers

- In accordance with information collected from the organizers of 17 exhibitions in the third quarter, receipts of these exhibitions came primarily from rental of exhibition booths (78.8%), and financial support from government or other organizations accounted for 16.5%. Expenditure of the exhibitions was mainly incurred on production, construction & decoration (25.3%) and publicity & public relations (23.4%).
- Receipts of the 13 exhibitions organized by non-government organizers amounted to MOP 10.65 million, of which 74.5% came from rental of exhibition booths, and financial support from government or other organizations made up 19.8%, down by 16.1 percentage points compared with the same quarter of 2015 (35.9%). Meanwhile, receipts of the 4 exhibitions organized by the government totalled MOP 2.14 million, coming entirely from rental of exhibition booths.
- Expenditure of the exhibitions organized by non-government organizations amounted to MOP 12.58 million, with the majority being spent on production, construction & decoration (31.0%), publicity & public relations (28.4%) and rental paid for the venue (20.1%). On the other hand, expenditure of the exhibitions organized by the government totalled MOP 31.60 million, which was mainly incurred on production, construction & decoration (23.0%) and publicity & public relations (21.4%).
- According to information collected from the organizers of 38 exhibitions in the first three quarters, receipts of the exhibitions were mainly generated from rental of exhibition booths (83.2% of total), while expenditure was mainly incurred on production, construction & decoration (26.9% of total) and publicity & public relations (23.1%). Meanwhile, receipts of the 33 exhibitions organized by non-government organizers (MOP 80.00 million) were higher than their expenditure (MOP 59.52 million).

Structure of Expenditure for Exhibitions Organized by Non-Government Organizations



Exhibitors and Professional Visitors of Exhibitions

- The 17 interviewed exhibitions in the third quarter had a total of 2,092 booths. Number of exhibitors totalled 1,415, coming primarily from Mainland China (31.6%) and Macao (41.2%). The 4 exhibitions organized by the government attracted 705 exhibitors, with 46.8% coming from Mainland China. Meanwhile, the 13 exhibitions organized by non-government organizations had 710 exhibitors, of which 53.4% came from Macao.
- Professional visitors totalled 31,000, with those from Macao predominating at 70.5%. Professional visitors attending exhibitions organized by non-government organizations totalled 28,000, and 72.2% were from Macao.
- In the first three quarters, exhibitors and professional visitors totalled 3,137 and 65,000 respectively, and those attending exhibitions organized by non-government organizations totalled 1,964 and 59,000 respectively.

Structure of Receipts and Expenditure of Interviewed Exhibitors %

	Current Quarter	Same Quarter of 2015 ^f	Q1 - Q3 of 2016	Q1 - Q3 of 2015 ^f
Receipts	100.0	100.0	100.0	100.0
Sales of Products	92.9	93.8	95.3	94.4
Financial Support from Government or Other Organizations and Others	7.1	6.2	4.7	5.6
Expenditure	100.0	100.0	100.0	100.0
Rental Paid for Exhibition Booth	65.6	68.4	63.2	65.0
Booth Decoration & Construction	16.2	14.5	22.2	18.5
Publicity & Public Relations	8.3	6.2	6.2	6.8
Freight and Others	9.9	10.9	8.4	9.7

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	98.6	70.4	-1.1	20.7	0.1	7.0	1.4	1.9	-0.4
Hospitality	94.7	72.3	-1.2	20.1	-1.7	4.4	2.1	3.2	0.8
Promotion	98.6	50.8	-0.5	22.1	0.8	24.2	-0.3	2.9	-
Venue									
Facilities	100.0	66.7	-5.3	22.5	2.3	9.7	2.2	1.1	0.8
Management	100.0	76.8	-2.7	19.5	1.3	2.8	1.4	0.9	-
Ease of Access	100.0	69.0	-8.5	19.1	3.6	10.3	3.9	1.6	1.0
Venue Staff									
Professionalism	97.7	79.8	-2.9	15.3	1.9	2.8	1.2	2.1	-0.2
Language Skills	96.3	83.3	-1.4	12.4	0.4	1.2	-0.2	3.1	1.2
Work Efficiency & Attitude	97.5	79.7	-4.4	13.2	0.8	4.2	2.1	2.9	1.5
Services Rendered by Local Companies									
Services	46.7	84.7	0.4	11.8	-0.6	2.5	0.1	1.0	0.1
Arrangements	46.7	84.2	-2.0	10.8	-0.6	2.0	0.6	3.0	2.0

Booths, Exhibitors and Professional Visitors of Exhibitions No.

	Current Quarter			Total of Q1 - Q3
	Total	Organized by Government	Organized by Non-Government Organizations	
Booths	2 092	928	1 164	5 496
Exhibitors	1 415	705	710	3 137
of which:				
Mainland China	447	330	117	847
Hong Kong	191	26	165	611
Macao	583	204	379	1 118
Professional Visitors	30 507	2 792	27 715	65 073
of which:				
Mainland China	4 926	940	3 986	11 890
Hong Kong	1 801	135	1 666	4 766
Macao	21 497	1 474	20 023	39 971

Receipts and Expenditure of Interviewed Exhibitors

- Information from 435 interviewed exhibitors in the third quarter indicated that 92.9% of their receipts came from sales of products. As regards expenditure, rental paid for exhibition booth and booth decoration & construction accounted for 65.6% and 16.2% of the total respectively.
- According to information collected from 996 interviewed exhibitors in the first three quarters, sales of products contributed 95.3% of their receipts; meanwhile, rental paid for exhibition booth and booth decoration & construction made up 63.2% and 22.2% of their expenditure respectively.

Historical Data for 3rd Quarter

Comments from Interviewed Exhibitors

- Regarding comments about the MICE venue and services, over 80.0% of the interviewed exhibitors that had used services rendered by local companies were satisfied with their services (84.7%) and arrangements (84.2%). Meanwhile, 83.3% of the exhibitors were satisfied with the language skills of the venue staff.
- Moreover, 50.8% of the interviewed exhibitors were satisfied with the promotion of the exhibition, while 24.2% considered that improvement was needed.
- As regards the venue, 69.0% of the interviewed exhibitors were satisfied with the ease of access, while 10.3% considered that improvement was needed; meanwhile, 9.7% of the exhibitors commented that facilities of the venue should be improved.

	2012 ^f	2013 ^f	2014 ^f	2015 ^f
No. of MICE Events	220	226	240	288
Meetings	199	205	214	251
Of which: 4 hours or more	153	162	155	189
Exhibitions	21	21	26	29
Incentive Events	~	~	~	8
Participants and Attendees ('000)	700	625	725	1 018
Meeting Participants	15	32	29	23
Of which: 4 hours or more	12	29	22	17
Exhibition Attendees	684	593	695	994
Incentive Event Participants	~	~	~	1
Average Duration of Events (day)	1.8	1.9	2.0	1.9
Average Duration of Meetings	1.6	1.8	1.9	1.7
Of which: 4 hours or more	1.9	2.1	2.4	2.2
Average Duration of Exhibitions	3.4	3.1	3.4	3.3
Average Duration of Incentive Events	~	~	~	2.6

Note: Incentive Events in 2015 only include incentive meetings.

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:

- 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;
- 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	m ²	Square metre
..	Not applicable	'000	Thousand
~	No figure provided	MOP	Macao Pataca
-	Absolute value equals zero	p.p.	Percentage point

For additional information:

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

