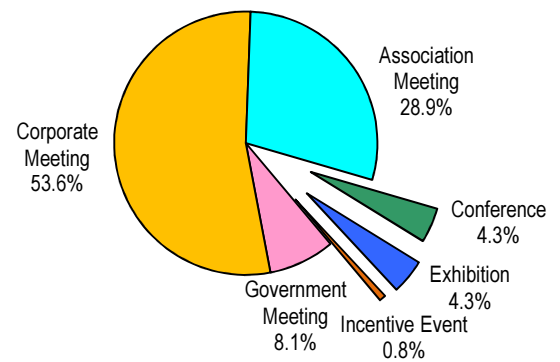


- A total of 371 MICE events were held, consisting of 352 meetings & conferences, 16 exhibitions and 3 incentive events. Total number of participants and attendees was 490,000. For the whole year of 2016, a total of 1,276 MICE events were held, drawing 1,722,000 participants and attendees.
- Number of meetings & conferences increased by 16 year-on-year, with number of participants rising by 70.6%. Participants attending meetings & conferences with 200 participants or more surged by 103.9% to 54,000. Meetings & conferences of 4 hours or more increased by 39 and number of participants soared by 121.2%. For the whole year of 2016, number of meetings & conferences increased by 32 year-on-year and number of participants went up by 49.2%.
- Number of exhibitions decreased by 7 year-on-year, and number of attendees dropped by 48.4% to 405,000. Exhibitions organised by non-government organisations totalled 15, with number of attendees accounting for 86.5% of the total. For the whole year of 2016, a total of 55 exhibitions were held, attracting 1,500,000 attendees.
- There were 3 incentive events, drawing 14,000 participants. For the whole year of 2016, the 26 incentive events together attracted 45,000 participants.

Principal Indicators

	Current Quarter	Change	2016	Change
MICE Events (No.)	371	..	1 276	..
No. of Participants and Attendees ('000)	490	..	1 722	..
Average Duration (day)	1.7	..	1.6	..
Meetings (No.)	352	16	1 195	32
No. of Participants ('000)	70	70.6 %	176	49.2 %
Average Duration (day)	1.6	0.2 day	1.5	-0.1 day
Of which: 4 hours or more	252	39	788	-23
No. of Participants ('000)	55	121.2 %	132	57.9 %
Average Duration (day)	2.0	0.1 day	2.0	-0.1 day
Exhibitions (No.)	16	-7	55	-23
No. of Attendees ('000)	405	-48.4 %	1 500	-37.3 %
Average Duration (day)	3.2	-0.2 day	3.3	-
Incentive Events (No.)	3	..	26	..
No. of Participants ('000)	14	..	45	..
Average Duration (day)	2.3	..	2.1	..

Types of Events in 4th quarter



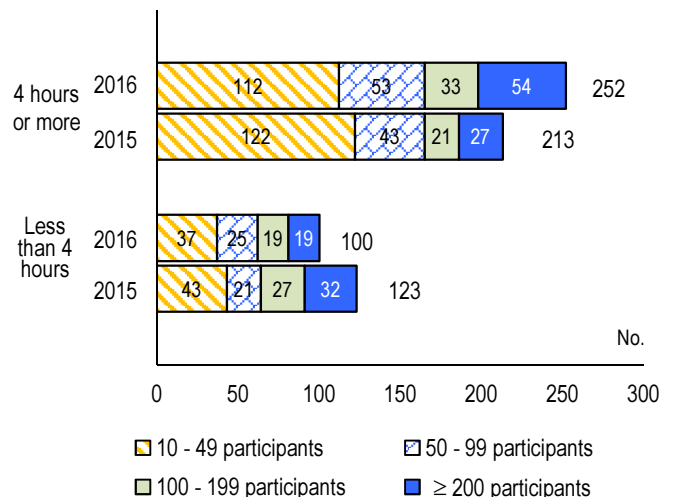
Meetings & Conferences by Number of Participants

	Current Quarter	Difference	2016	Difference
10 - 49 participants	149	-16	566	-11
50 - 99	78	14	279	16
100 - 199	52	4	153	-16
≥ 200	73	14	197	43

Meetings & Conferences

- In the fourth quarter, number of meetings & conferences with 10 to 49 participants decreased by 16 year-on-year to 149 (42.3% of total); number of participants dropped by 10.4% to 3,735, representing merely 5.4% of the total.
- Meetings & conferences of 4 hours or more increased by 39 year-on-year to 252, and number of participants soared by 121.2% to 55,000. Meanwhile, meetings & conferences of less than 4 hours decreased by 23 to 100, and number of participants dropped by 7.4%.
- For the whole year of 2016, meetings & conferences with 200 participants or more increased by 43 year-on-year to 197; number of participants surged by 93.5% to 123,000, leading to a 49.2% growth in the total number of participants of meetings & conferences (1,195 events).
- Meetings & conferences of 4 hours or more decreased by 23 year-on-year to 788 in 2016, yet number of participants increased by 57.9% to 132,000. Meetings & conferences of less than 4 hours (407) rose by 55 year-on-year, and number of participants (44,000) went up by 28.0%.

Meetings & Conferences by Duration and Number of Participants in 4th quarter

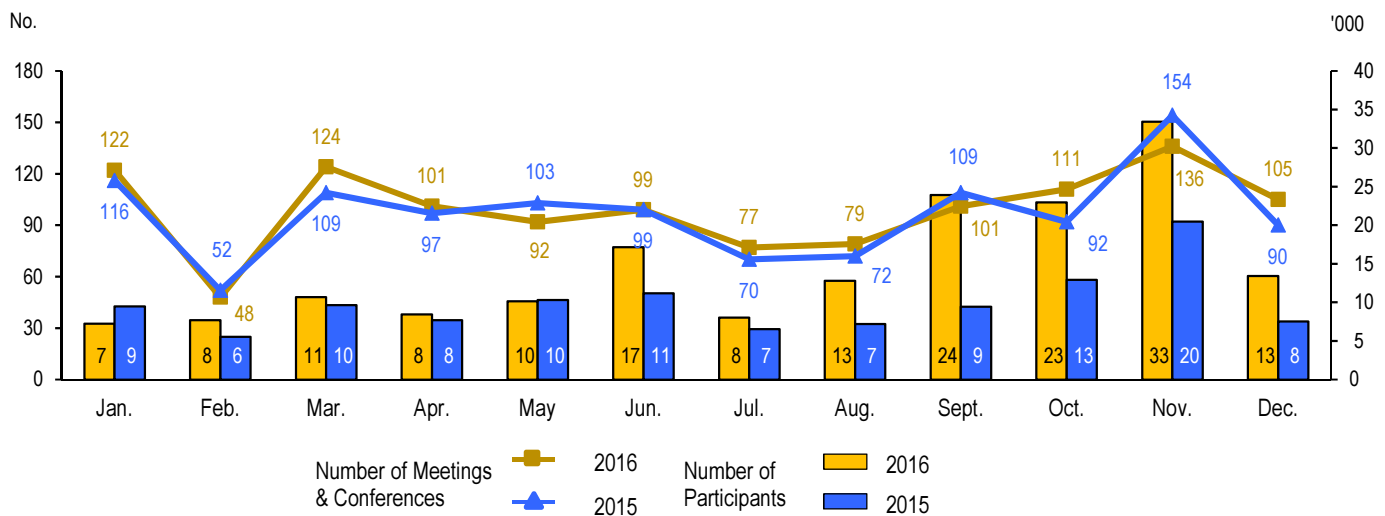


- Total floor area used for meetings & conferences in the fourth quarter was 395,000 m², up by 188.5% year-on-year. Meetings & conferences of 4 hours or more occupied a total floor area of 350,000 m², accounting for 88.7% of the total.
- Meetings & conferences with a floor area of less than 500 m² decreased by 23 year-on-year to 230. On the other hand, meetings & conferences with a floor area of 1,000 m² or more increased by 39 year-on-year to 56, with number of participants (46,000) and total floor area used (306,000 m²) soaring by 274.9% and 585.8% respectively; those of 4 hours or more totalled 48 (85.7% of total).
- In 2016, total floor area used for meetings & conferences went up by 76.5% year-on-year to 782,000 m², with those of 4 hours or more (788) occupying 83.3% of the total.
- Among the 1,195 meetings & conferences in 2016, those with a floor area of less than 500 m² decreased by 36 year-on-year to 897; meanwhile, those with a floor area of 1,000 m² or more increased by 60 to 117, of which 87.2% (102) were of 4 hours or more.

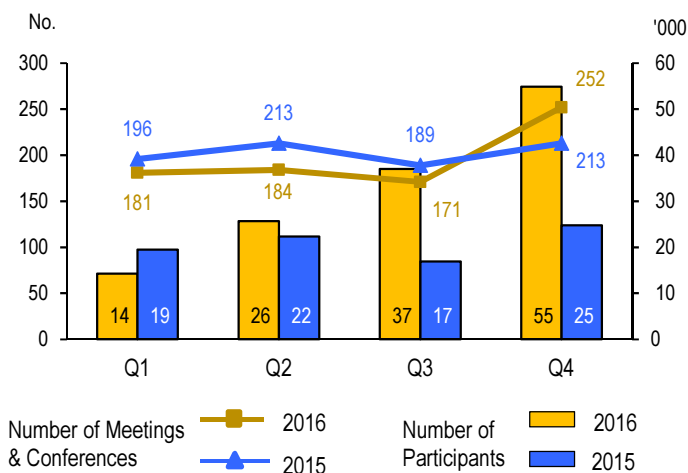
Meetings & Conferences by Duration and Floor Area Used

	No. of Meetings & Conferences		No. of Participants ('000)	
	Current Quarter	2016	Current Quarter	2016
Total	352	1 195	70	176
< 500 m ²	230	897	13	49
500 - 999	66	181	11	32
≥ 1 000	56	117	46	96
4 hours or more	252	788	55	132
< 500 m ²	161	571	8	26
500 - 999	43	115	7	18
≥ 1 000	48	102	40	88
Less than 4 hours	100	407	15	44
< 500 m ²	69	326	5	23
500 - 999	23	66	4	13
≥ 1 000	8	15	6	8

Number of Meetings & Conferences and Participants



Number of Meetings & Conferences of 4 Hours or More and Participants

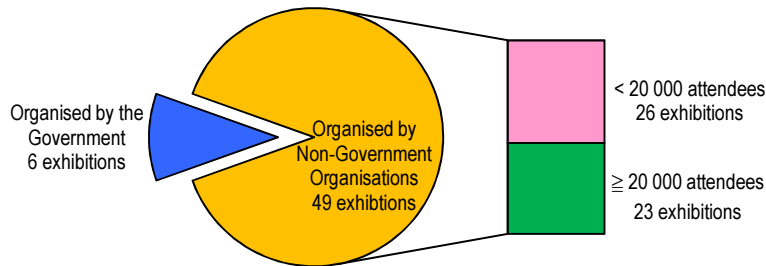


- In 2016, the majority of meetings & conferences was held in November, at 136, yet down by 18 year-on-year. Furthermore, number of participants were also the highest in November, at 33,000, up by 63.4%, reflecting that the scale of meetings and conferences was relatively large. On the contrary, there were only 48 meetings & conferences held in February, down by 4 year-on-year.
- Number of participants registered year-on-year increase in all months except in January and May, with that in September (24,000) soaring by 153.4%.
- Analysed by quarter, although the number of meetings & conferences of 4 hours or more recorded year-on-year decrease in the second and third quarters, the respective number of participants increased, with that in the third quarter surging by 119.1%.

Number of Exhibitions and Attendees in 4th quarter

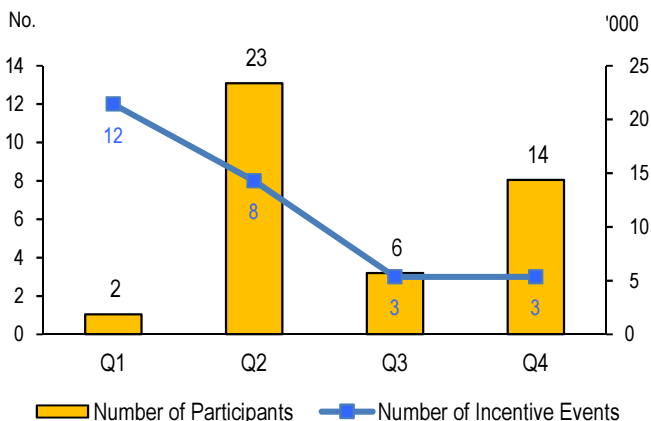
	No. of Exhibitions	Difference	No. of Attendees ('000)	Change (%)
Total	16	-7	405	-48.4
Organised by Government	1	-	55	-41.2
Organised by Non-Government Organisations	15	-7	351	-49.4
By Attendees (No.)				
< 20 000	9	-4	61	-54.4
≥ 20 000	6	-3	290	-48.2
By Floor Area Used (m ²)				
< 3 500	9	-	153	-35.7
≥ 3 500	6	-7	198	-56.5

Number of Exhibitions by Organiser in 2016



- Analysed by quarter, number of exhibitions and attendees in the second quarter showed year-on-year increase. However, the corresponding figures in the other 3 quarters decreased, with the number of attendees in the first quarter declining by more than 50.0%.
- The 41 repeated exhibitions previously held in 2015 drew a total of 1,311,000 attendees in 2016, down by 16.2% year-on-year.

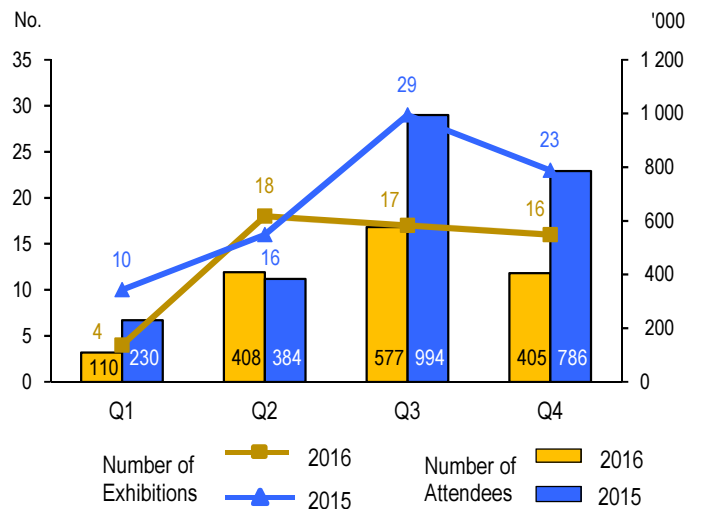
Number of Incentive Events and Participants



Exhibitions

- Among the 16 exhibitions in the fourth quarter, 3 were held for the first time in Macao. The 12 repeated exhibitions previously held in the fourth quarter of 2015 drew 368,000 attendees, down by 28.6% year-on-year, and the remaining 1 was held in the other quarter of 2015.
- Total floor area used for the exhibitions dropped by 16.0% year-on-year to 155,000 m², and the average duration of the exhibitions was 3.2 days.
- Among the 15 exhibitions organised by non-government organisations, those with 20,000 attendees or more decreased by 3 year-on-year to 6, with number of attendees (290,000) falling by 48.2%. Those exhibitions with a floor area of 3,500 m² or more dropped by 7 to 6, and the corresponding number of attendees and total floor area used went down by 56.5% and 18.9% respectively.
- A total of 55 exhibitions were held in 2016, down by 23 year-on-year. Number of attendees (1,500,000) and total floor area used (309,000 m²) decreased by 37.3% and 21.8% respectively. There were 6 exhibitions organised by the government and number of attendees totalled 211,000.
- Number of exhibitions organised by non-government organisations totalled 49, down by 25 year-on-year. Those with 20,000 attendees or more decreased by 15 to 23, with number of attendees (1,141,000) falling by 37.7%.

Number of Exhibitions and Attendees



Incentive Events

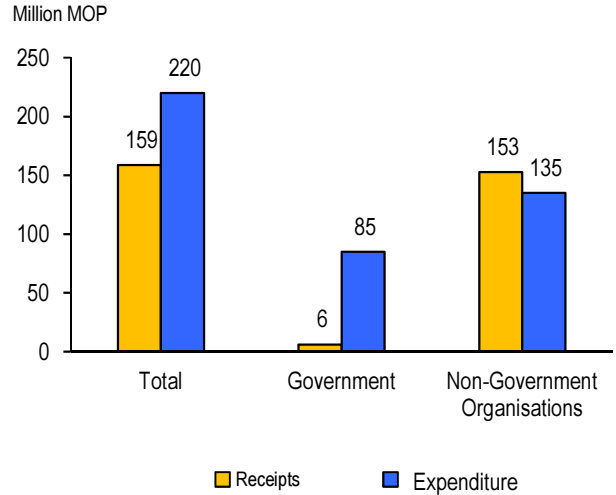
- There were 3 incentive events held in the fourth quarter, attracting 14,000 participants, and total floor area used reached 172,000 m².
- A total of 26 incentive events were held in 2016. Total floor area used reached 338,000 m²; number of participants totalled 45,000, with the highest number being recorded in the second quarter, at 23,000.

Main Items of Receipts and Expenditure of Interviewed Exhibition Organisers

Million MOP

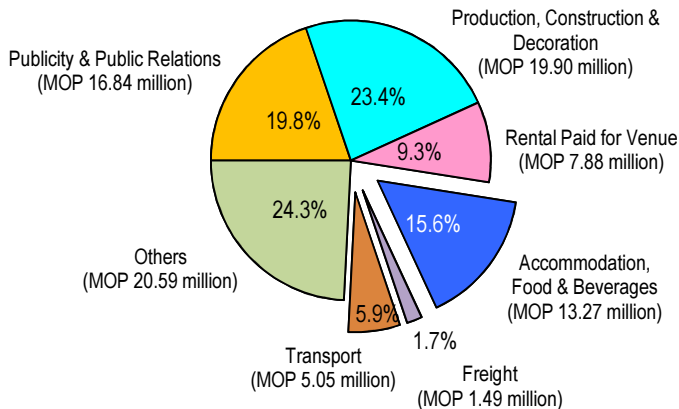
	Current Quarter			Total of 2016
	Total	Government	Non-Government Organisations	
No. of Organisers	15	1	14	54
Receipts	75	2	72	159
Of which:				
Rental of Exhibition Booths	18	2	15	88
Financial Support from Government or Other Organisations	57	-	57	66
Expenditure	102	28	74	220
Of which:				
Production, Construction & Decoration	29	8	22	61
Publicity & Public Relations	15	4	10	42
Rental Paid for Venue	13	4	10	29
Accommodation, Food & Beverages	9	3	6	27

Receipts and Expenditure of Interviewed Exhibition Organisers in 2016

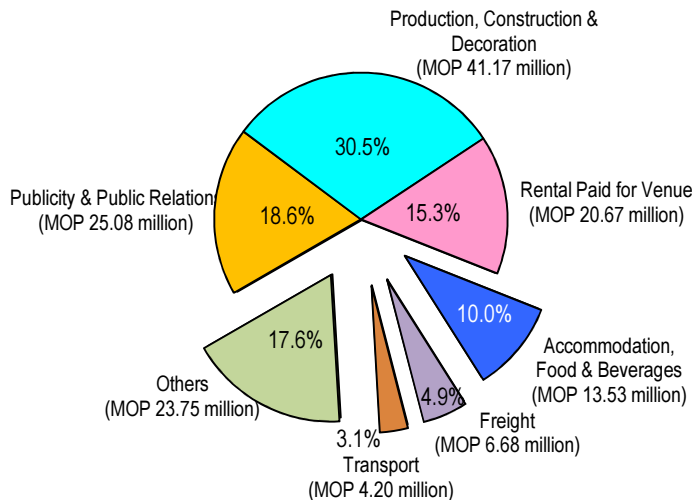


Structure of Expenditure for Exhibitions

Exhibitions Organised by the Government - 2016



Exhibitions Organised by Non-Government Organisations - 2016



Receipts and Expenditure of Interviewed Exhibition Organisers

- In accordance with information collected from the organisers of 15 exhibitions in the fourth quarter, 76.0% of their receipts came from financial support from government or other organisations, while 28.7% of their expenditure were on production, construction & decoration.
- As for the 14 exhibitions organised by non-government organisations, receipts were primarily from financial support from government or other organisations, yet falling by more than 30.0% year-on-year. Expenditure was mainly incurred on production, construction & decoration, publicity & public relations and rental paid for venue.
- According to information collected from the organisers of 54 exhibitions in 2016, receipts of these exhibitions came primarily from rental of exhibition booths (55.4% of total) and financial support from government or other organisations (41.4%). Expenditure of the exhibitions was mainly incurred on production, construction & decoration (27.7% of total) and publicity & public relations (19.0%).
- As regards the 48 exhibitions organised by non-government organisations in 2016, their receipts (MOP 153 million) were higher than their expenditure (MOP 135 million) by MOP 17.58 million. Receipts of these exhibitions came primarily from rental of exhibition booths (53.7% of total). Financial support from government or other organisations totalled MOP 65.69 million, down by almost 50.0% from MOP 127 million in 2015, with its share in receipts falling from 54.6% in 2015 to 43.0%. Expenditure was mainly incurred on production, construction & decoration and publicity & public relations.
- Receipts of the exhibitions organised by the government amounted to MOP 6.00 million, with 98.4% coming from rental of exhibition booths. Expenditure totalled MOP 85.02 million, which was mainly incurred on production, construction & decoration and publicity & public relations.

Exhibitors and Professional Visitors of Exhibitions

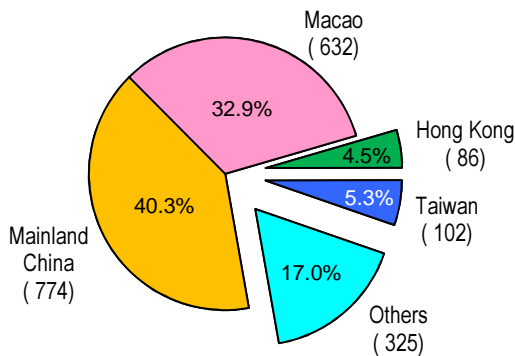
- The 15 interviewed exhibitions in the fourth quarter had a total of 3,172 booths. Number of exhibitors totalled 1,615, coming primarily from Mainland China (23.9%) and Macao (39.5%). The 14 exhibitions organised by non-government organisations had 869 exhibitors, accounting for 53.8% of the total.
- Professional visitors totalled 34,000, and 41.6% were from Macao. Those attending exhibitions organised by non-government organisations totalled 31,000, with those from Macao predominating at 41.1%, followed by Mainland China at 24.6%.
- For the whole year of 2016, exhibitors totalled 4,787, coming primarily from Mainland China (25.8%) and Macao (36.7%). Exhibitors attending exhibitions organised by the government were mostly from Mainland China (40.3% of total), while those attending exhibitions organised by non-government organisations were mainly from Macao (39.3%).
- The 54 exhibitions in 2016 attracted a total of 99,000 professional visitors, and 90,000 of them attended exhibitions organised by non-government organisations.

Booths, Exhibitors and Professional Visitors of Exhibitions

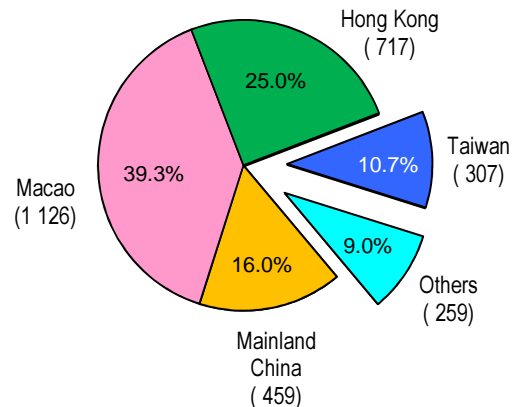
	Current Quarter			Total of 2016
	Total	Organised by Government	Organised by Non-Government Organisations	
Booths	3 172	1 533	1 639	8 729
Exhibitors	1 615	746	869	4 787
from:				
Mainland China	386	230	156	1 233
Hong Kong	162	6	156	803
Macao	638	273	365	1 758
Professional Visitors	34 293	3 318	30 975	99 366
from:				
Mainland China	8 946	1 341	7 605	20 836
Hong Kong	4 406	127	4 279	9 172
Macao	14 266	1 536	12 730	54 237

Structure of Exhibitors

Exhibitions Organised by the Government - 2016



Exhibitions Organised by Non-Government Organisations - 2016



Structure of Receipts and Expenditure of Interviewed Exhibitors %

	Current Quarter	Same Quarter of 2015 ^f	2016	2015 ^f
Receipts	100.0	100.0	100.0	100.0
Sales of Products	98.9	98.6	97.5	96.9
Financial Support from Government or Other Organisations and Others	1.1	1.4	2.5	3.1
Expenditure	100.0	100.0	100.0	100.0
Rental Paid for Exhibition Booth	49.2	45.2	56.2	58.2
Booth Decoration & Construction	32.7	34.3	27.5	24.0
Freight	13.0	10.8	9.2	8.0
Publicity & Public Relations	2.5	7.3	4.3	7.0
Others	2.6	2.4	2.8	2.8

Receipts and Expenditure of Interviewed Exhibitors

- Information from 396 interviewed exhibitors in the fourth quarter indicated that 98.9% of their receipts came from sales of products. Meanwhile, rental paid for exhibition booth and booth decoration & construction accounted for 49.2% and 32.7% respectively of their expenditure.
- According to information collected from 1,400 interviewed exhibitors in 2016, sales of products contributed 97.5% of their receipts; meanwhile, expenditure was mainly incurred on rental paid for exhibition booth (56.2%) and booth decoration & construction (27.5%).

Comments from Interviewed Exhibitors in 4th quarter

%

	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 & Organisation of Exhibition									
Arrangements	99.2	69.2	-1.2	24.7	4.0	5.3	-1.7	0.8	-1.1
Hospitality	97.7	73.1	0.8	22.2	2.1	1.6	-2.8	3.1	-0.1
Promotion	99.2	56.7	5.9	27.7	5.6	12.2	-12.0	3.4	0.5
Venue									
Facilities	100.0	69.9	3.2	23.5	1.0	5.3	-4.4	1.3	0.2
Management	100.0	76.0	-0.8	20.2	0.7	1.8	-1.0	2.0	1.1
Ease of Access	100.0	71.5	2.5	20.5	1.4	6.6	-3.7	1.4	-0.2
Venue Staff									
Professionalism	98.2	80.5	0.7	15.2	-0.1	1.0	-1.8	3.3	1.2
Language Skills	97.2	80.3	-3.0	14.0	1.6	1.6	0.4	4.1	1.0
Work Efficiency & Attitude	98.2	81.0	1.3	13.4	0.2	1.0	-3.2	4.6	1.7
Services Rendered by Local Companies									
Services	46.5	73.9	-10.8	17.9	6.1	2.2	-0.3	6.0	5.0
Arrangements	46.5	68.5	-15.7	19.6	8.8	1.6	-0.4	10.3	7.3

Comments from Interviewed Exhibitors

- Regarding comments about the MICE venue and services in the fourth quarter, over 80.0% of the interviewed exhibitors were satisfied with the work efficiency & attitude (81.0%), professionalism (80.5%) and language skills (80.3%) of the venue staff.
- A relatively low proportion of the exhibitors were satisfied with the promotion of the exhibition (56.7%), yet showing an increase of 5.9 percentage point over the previous quarter, while 12.2% considered that improvement was needed, down by 12.0 percentage points.
- Among the interviewed exhibitors that had used services rendered by local companies, the proportions of those who were satisfied with the services (73.9%) and arrangements (68.5%) of the companies dropped by 10.8 and 15.7 percentage points respectively quarter-to-quarter.

Historical Data

	Q4				Annual			
	2012 ^f	2013 ^f	2014 ^f	2015 ^f	2012 ^f	2013 ^f	2014 ^f	2015 ^f
No. of MICE Events	294	344	310	362	1 015	1 024	1 050	1 263
Meetings	275	320	280	336	956	958	963	1 163
Of which: 4 hours or more	212	228	203	213	747	725	706	811
Exhibitions	19	24	30	23	59	66	87	78
Incentive Events	~	~	~	3	~	~	~	22
Participants and Attendees ('000)	621	987	1 063	828	1 613	2 034	2 614	2 516
Meeting Participants	35	56	35	41	123	140	127	118
Of which: 4 hours or more	31	50	27	25	109	124	98	83
Exhibition Attendees	586	931	1 028	786	1 490	1 893	2 488	2 393
Incentive Event Participants	~	~	~	1	~	~	~	5
Average Duration of Events (day)	2.0	1.8	1.8	1.5	1.9	1.9	1.9	1.7
Average Duration of Meetings	1.9	1.7	1.6	1.4	1.8	1.8	1.8	1.6
Of which: 4 hours or more	2.3	2.1	2.1	1.9	2.2	2.2	2.3	2.1
Average Duration of Exhibitions	3.5	3.3	3.4	3.4	3.4	3.2	3.3	3.3
Average Duration of Incentive Events	~	~	~	3.3	~	~	~	3.0

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 organisation. Usually, travel, accommodation and meal expenses of the attendees are paid for by the organisation.

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 issues. 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 an enterprise uses by providing a travel experience with pre-arranged meetings to motivate and recognise employees or relevant individuals for their outstanding 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
- .. Not applicable
- ~ No figure provided
- Absolute value equals zero
- % Percentage
- m² Square metre
- '000 Thousand
- MOP Macao Pataca
- p.p. Percentage point
- No. Number

For additional information:

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

