

- A total of 366 MICE events were held, consisting of 344 meetings & conferences, 7 exhibitions and 15 incentives. Total number of participants and attendees was 222,000.
- Number of meetings & conferences increased by 50 year-on-year; number of participants rose by 111.9%, with those participating in meetings & conferences with 200 participants or more surging by 194.8% to 41,000. Meetings & conferences of 4 hours or more went up by 66, and number of participants soared by 206.3%.
- Number of exhibitions increased by 3 year-on-year to 7, which were organised by non-government organisations, and number of attendees rose by 48.9%.
- There were 15 incentives, up by 3 year-on-year, and number of participants increased by 135.9%.

### Principal Indicators

	Current Quarter	Same Quarter Last Year <sup>r</sup>	Change
MICE Events (No.)	366	310	56
No. of Participants and Attendees ('000)	222	137	61.8 %
Average Duration (day)	1.8	1.4	0.4 day
Meetings (No.)	344	294	50
No. of Participants ('000)	54	26	111.9 %
Average Duration (day)	1.7	1.4	0.3 day
Of which: 4 hours or more	247	181	66
No. of Participants ('000)	44	14	206.3 %
Average Duration (day)	2.1	2.0	0.1 day
Exhibitions (No.)	7	4	3
No. of Participants ('000)	163	110	48.9 %
Average Duration (day)	3.0	2.8	0.2 day
Incentives (No.)	15	12	3
No. of Participants ('000)	4	2	135.9 %
Average Duration (day)	3.3	1.8	1.5 days

### Meetings & Conferences

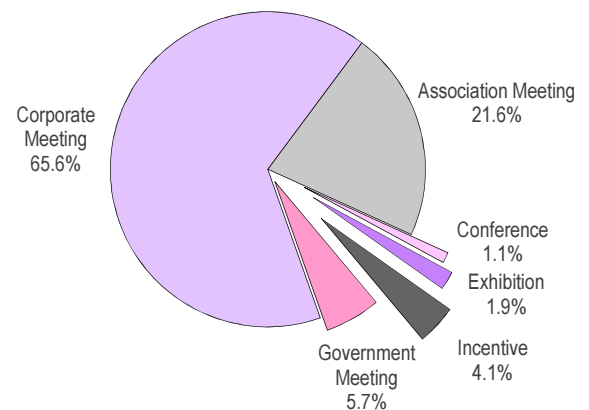
- Analysed by number of participants, meetings & conferences with 10 to 49 participants increased by 28 year-on-year to 186 (54.1% of total), and number of participants (4,446) made up merely 8.2% of the total.

Meetings & conferences with 200 participants or more rose by 16 year-on-year to 54 (15.7% of total), and number of participants surged by 194.8% to 41,000 (74.9% of total).

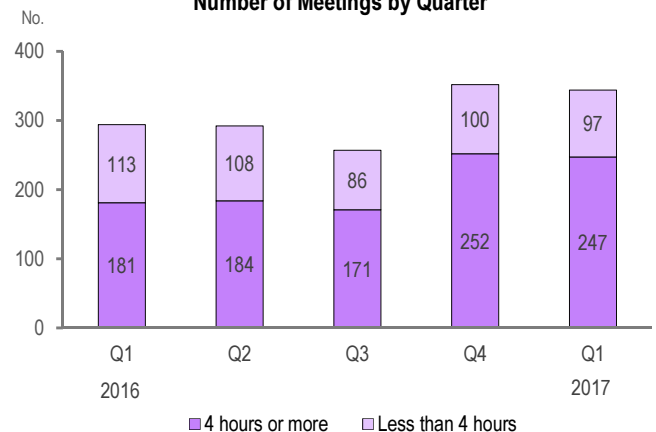
- Meetings & conferences of 4 hours or more increased by 66 year-on-year to 247, and number of participants soared by 206.3% to 44,000. For those meetings & conferences with 200 participants or more, number of participants jumped by 335.4% year-on-year to 34,000.

Meetings & conferences of less than 4 hours dropped by 16 year-on-year to 97, and number of participants decreased by 6.4% to 11,000. Among them, number of participants in meetings & conferences with 50 to 99 participants and 100 to 199 participants dropped by 24.9% and 27.6% respectively.

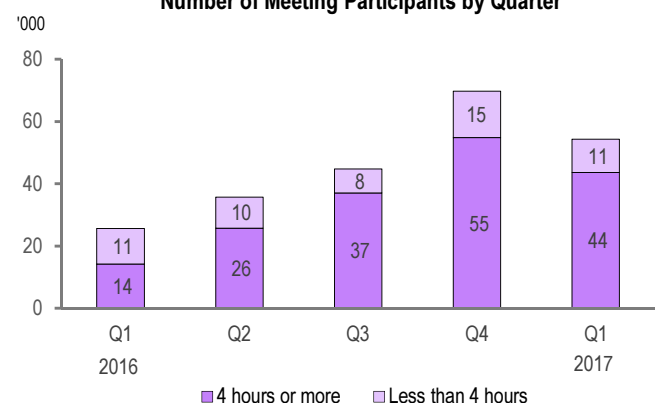
### Types of Events



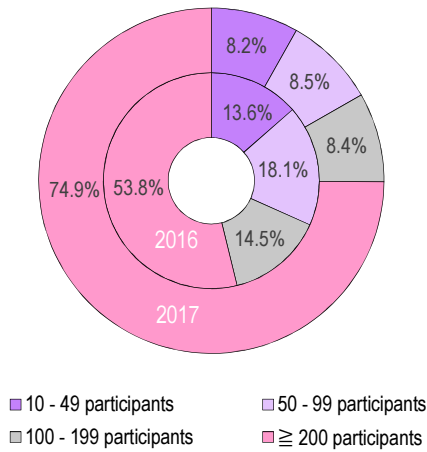
### Number of Meetings by Quarter



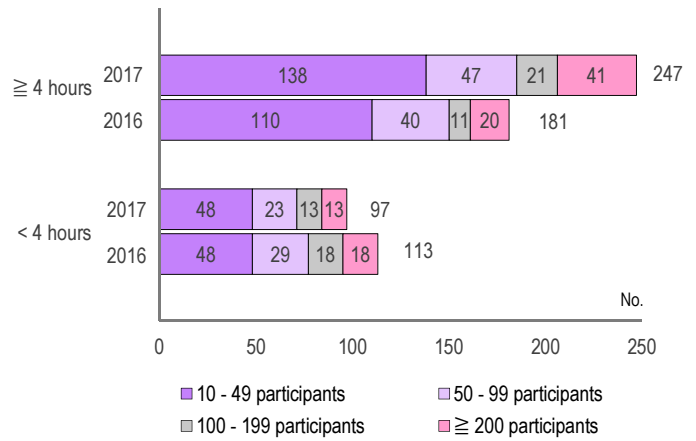
### Number of Meeting Participants by Quarter



### Meeting Participants by Scale of Meeting & Conference



### Meetings & Conferences by Duration and Scale



### Meetings & Conferences by Duration and Floor Area Used

	No. of Meetings & Conferences	Difference	No. of Participants ('000)	Change (%)
Total	344	50	54	111.9
< 500 m <sup>2</sup>	258	15	12	-3.6
500 - 999	41	7	7	23.6
≥ 1 000	45	28	35	376.9
4 hours or more	247	66	44	206.3
< 500 m <sup>2</sup>	172	24	7	19.2
500 - 999	33	13	6	138.7
≥ 1 000	42	29	31	401.3
Less than 4 hours	97	-16	11	-6.4
< 500 m <sup>2</sup>	86	-9	5	-22.7
500 - 999	8	-6	2	-53.5
≥ 1 000	3	-1	4	239.4

- Total floor area used for meetings & conferences in the first quarter was 260,000 m<sup>2</sup>, up by 158.9% year-on-year; meetings & conferences of 4 hours or more occupied a total floor area of 228,000 m<sup>2</sup>, accounting for 87.6% of the total.

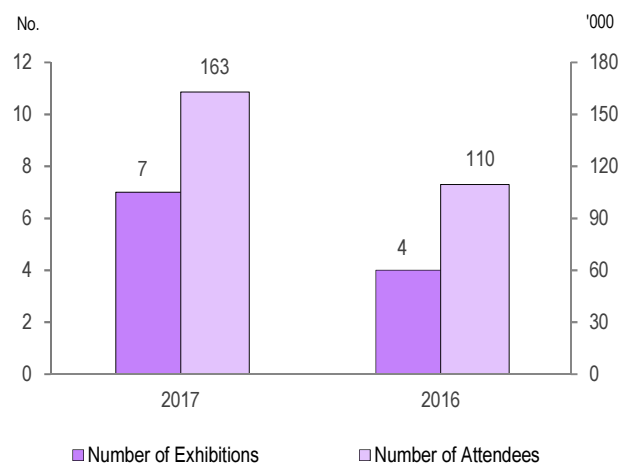
Meetings & conferences with a floor area of less than 500 m<sup>2</sup> increased by 15 year-on-year to 258; total floor area used for these meetings & conferences rose by 11.3% to 48,000 m<sup>2</sup>, of which 64.5% (31,000 m<sup>2</sup>) was occupied by 172 meetings & conferences with 4 hours or more.

Meetings & conferences with a floor area of 1,000 m<sup>2</sup> or more increased by 28 year-on-year to 45, and total floor area used expanded by 422.1% to 184,000 m<sup>2</sup>, of which 94.2% (173,000 m<sup>2</sup>) was occupied by 42 meetings & conferences with 4 hours or more.

### Exhibitions

- Among the 7 exhibitions in the first quarter, 1 was held for the first time in Macao and 1 was previously held in the first quarter of 2016. The remaining 5 exhibitions were formerly held in the other quarters of 2016.
- Number of exhibitions increased by 3 year-on-year. Number of attendees (163,000) and total floor area used (14,000 m<sup>2</sup>) rose by 48.9% and 39.1% respectively. The average duration of the exhibitions was 3.0 days, up by 0.2 day year-on-year.

### Number of Exhibitions and Attendees



### Incentives

- There were 15 incentives held in the first quarter, attracting 4,432 participants, up by 135.9%, and total floor area used totalled 16,000 m<sup>2</sup>, up by 38.3%.

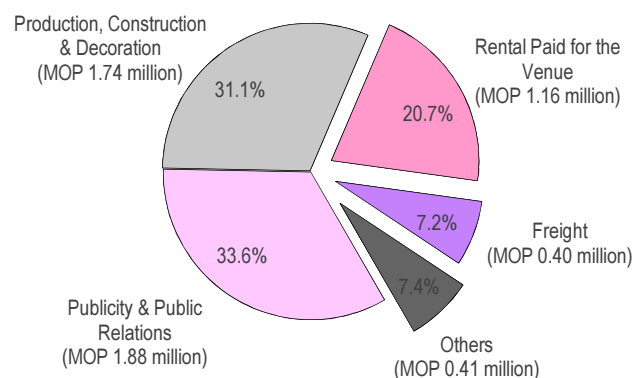
### Main Items of Receipts and Expenditure of Interviewed Exhibition Organisers

	'000 MOP	
	Current Quarter	Same Quarter Last Year <sup>1</sup>
No. of Organisers	7	4
<b>Receipts</b>	5 499	5 548
Of which:		
Rental of Exhibition Booths	4 340	4 423
Financial Support from Government or Other Organisations	1 159	1 040
<b>Expenditure</b>	5 598	6 172
Of which:		
Production, Construction & Decoration	1 742	1 755
Publicity & Public Relations	1 883	1 376
Rental Paid for the Venue	1 161	1 264
Accommodation, Food & Beverages	86	177

### Receipts and Expenditure of Interviewed Exhibition Organizers

- In accordance with the information collected from the exhibition organisers, receipts of exhibitions amounted to MOP 5.50 million, of which 78.9% was rental of exhibition booths and 21.1% was financial support from government or other organisations.

### Structure of Expenditure for Exhibitions



- Expenditure totalled MOP 5.60 million, which was mainly incurred on publicity & public relations (33.6%) and production, construction & decoration (31.1%).

### Booths, Exhibitors and Professional Visitors of Exhibitions

	No.	
	Current Quarter	Same Quarter Last Year
Booths	512	450
Exhibitors	267	267
of which:		
Mainland China	3	7
Hong Kong	52	207
Macao	200	44
Professional Visitors	5 833	420
of which:		
Mainland China	800	70
Hong Kong	1 140	76
Macao	3 893	220

### Exhibitors and Professional Visitors of Exhibitions

- The 7 exhibitions in the first quarter had a total of 512 booths. Number of exhibitors totalled 267, of which 74.9% were from Macao and 19.5% were from Hong Kong.
- Professional visitors totalled 5,833, with those from Macao predominating at 66.7%, followed by those from Hong Kong (19.5%).

### Structure of Receipts and Expenditure of Interviewed Exhibitors

	%	
	Current Quarter	Same Quarter Last Year <sup>1</sup>
<b>Receipts</b>	100.0	100.0
Sales of Products	97.7	98.1
Financial Support from Government or Other Organisations and Others	2.3	1.9
<b>Expenditure</b>	100.0	100.0
Rental Paid for Exhibition Booth	65.2	70.5
Booth Decoration & Construction	19.4	19.1
Publicity & Public Relations	5.8	4.2
Freight and Others	9.6	6.2

### Receipts and Expenditure of Interviewed Exhibitors

- Information from 160 interviewed exhibitors in the first quarter indicated that 97.7% of their receipts came from sales of products.
- As regards expenditure, rental paid for exhibition booths and booth decoration & construction accounted for 65.2% and 19.4% of the total respectively.

## Comments from Interviewed Exhibitors

	Proportion of exhibitors using the services	Satisfied	Quarter-to-quarter (p.p.)	Fair	Quarter-to-quarter (p.p.)	Improvement Needed	Quarter-to-quarter (p.p.)	No Comment	Quarter-to-quarter (p.p.)	%
Planning & Organisation of Exhibition										
Arrangements	99.4	56.6	-12.6	39.0	14.3	2.5	-2.8	1.9	1.1	
Hospitality	97.5	60.3	-12.8	34.0	11.8	3.2	1.6	2.5	-0.6	
Promotion	99.4	42.8	-13.9	36.5	8.8	18.2	6.0	2.5	-0.9	
Venue										
Facilities	100.0	55.0	-14.9	38.8	15.3	5.6	0.3	0.6	-0.7	
Management	100.0	66.3	-9.7	30.0	9.8	2.5	0.7	1.2	-0.8	
Ease of Access	100.0	61.9	-9.6	32.5	12.0	4.4	-2.2	1.2	-0.2	
Venue Staff										
Professionalism	98.8	63.9	-16.6	26.6	11.4	1.9	0.9	7.6	4.3	
Language Skills	96.3	72.1	-8.2	21.4	7.4	0.6	-1.0	5.9	1.8	
Work Efficiency & Attitude	98.1	66.9	-14.1	24.2	10.8	2.5	1.5	6.4	1.8	
Services Rendered by Local Companies										
Services	66.9	72.0	-1.9	24.3	6.4	1.9	-0.3	1.8	-4.2	
Arrangements	66.9	66.4	-2.1	26.2	6.6	1.9	0.3	5.5	-4.8	

## Comments from Interviewed Exhibitors

- The proportion of interviewed exhibitors who were satisfied with MICE venue and services decreased over the fourth quarter of 2016. A relatively low proportion of exhibitors were satisfied with the promotion of the exhibition (42.8%), down by 13.9 percentage points over the previous quarter; meanwhile, 18.2% of the interviewed exhibitors considered that improvement was needed, up by 6.0 percentage points.
- About the venue, 55.0% of the interviewed exhibitors were satisfied with facilities, down by 14.9 percentage points, and the proportion of those who were satisfied with the professionalism of the venue staff (63.9%) dropped by 16.6 percentage points quarter-to-quarter.
- Among the interviewed exhibitors who had used services rendered by local companies, the proportion of those who were satisfied with the arrangements of the companies (66.4%) dropped by 2.1 percentage points.

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

	2012 <sup>f</sup>	2013 <sup>f</sup>	2014 <sup>f</sup>	2015 <sup>f</sup>	2016 <sup>f</sup>
No. of MICE Events	270	229	275	293	310
Meetings	259	216	262	277	294
Of which: 4 hours or more	225	166	196	196	181
Exhibitions	11	13	13	10	4
Incentives	~	~	~	6	12
Participants and Attendees ('000)	162	203	304	257	137
Meeting Participants	55	29	40	25	26
Of which: 4 hours or more	54	25	32	19	14
Exhibition Attendees	106	175	264	230	110
Incentives Participants	~	~	~	2	2
Average Duration of Events (day)	2.1	2.1	2.0	1.7	1.4
Average Duration of Meetings	2.0	2.1	2.0	1.7	1.4
Of which: 4 hours or more	2.3	2.6	2.5	2.1	2.0
Average Duration of Exhibitions	3.0	2.7	2.8	3.1	2.8
Average Duration of Incentives	~	~	~	3.3	1.8

Note: Incentives in 2015 only include incentive meetings.

## Survey Coverage:

MICE Statistics covers meetings & conferences, exhibitions and incentives 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 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.

**Incentive:** 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 may include various sessions, of which meetings are an essential part of the event.

## Symbols:

r	Revised figures
~	No figure provided
%	Percentage
'000	Thousand
MOP	Macao Pataca
p.p.	Percentage point
m <sup>2</sup>	Square metre

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

