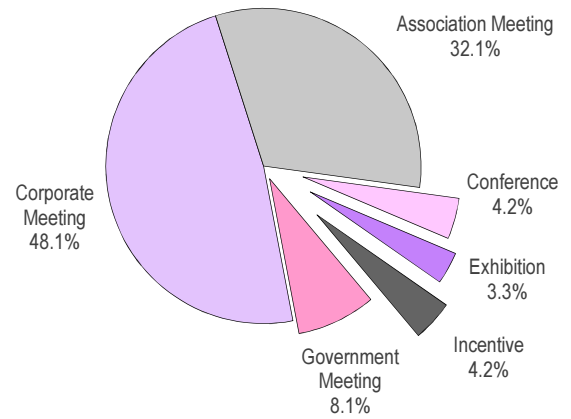


- A total of 333 MICE events were held, including 308 meetings & conferences, 11 exhibitions and 14 incentives. Total number of participants and attendees was 405,000. In the first half year of 2017, 699 MICE events were organised and number of participants and attendees reached 627,000.
- Number of meetings & conferences went up by 16 year-on-year; number of participants registered a 26.1% growth, and those participating in meetings & conferences with 200 participants or more increased by 36.9%. Meetings & conferences of 4 hours or more increased by 11, with number of participants growing by 38.4%. In the first half year, number of meetings & conferences climbed by 66 year-on-year and number of participants rose by 61.9%.
- Number of exhibitions went down by 7 year-on-year, with number of attendees decreasing by 14.0%. In the first half year, number of exhibitions fell by 4 year-on-year and number of attendees dropped slightly by 0.7%.
- Number of incentives rose by 6 year-on-year, while number of participants declined by 62.9%. In the first half year, number of incentives increased by 9 year-on-year, yet number of participants decreased by 48.1%.

Principal Indicators

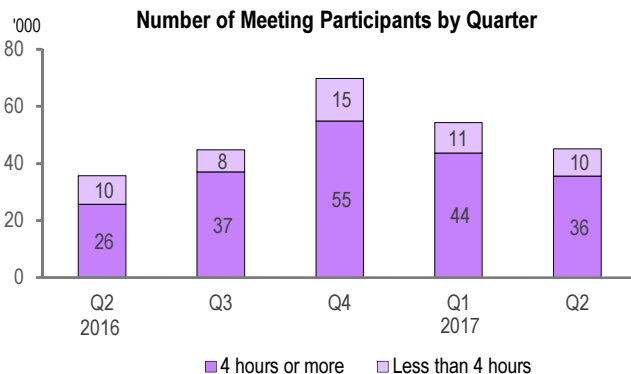
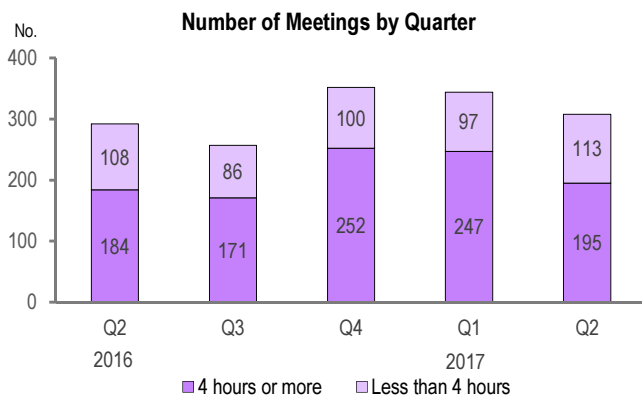
| | Current Quarter | Change | 1 st Half Year | Change |
|--|-----------------|---------|---------------------------|---------|
| MICE Events (No.) | 333 | 15 | 699 | 71 |
| No. of Participants and Attendees ('000) | 405 | -13.4 % | 627 | 3.7 % |
| Average Duration (day) | 1.6 | 0.1 | 1.7 | 0.2 |
| Meetings & Conferences (No.) | 308 | 16 | 652 | 66 |
| No. of Participants ('000) | 45 | 26.1 % | 99 | 61.9 % |
| Average Duration (day) | 1.4 | - | 1.5 | 0.1 |
| Of which: 4 hours or more | 195 | 11 | 442 | 77 |
| No. of Participants ('000) | 36 | 38.4 % | 79 | 98.3 % |
| Average Duration (day) | 1.9 | - | 2.0 | - |
| Exhibitions (No.) | 11 | -7 | 18 | -4 |
| No. of Attendees ('000) | 351 | -14.0 % | 514 | -0.7 % |
| Average Duration (day) | 3.8 | 0.4 | 3.5 | 0.2 |
| Incentives (No.) | 14 | 6 | 29 | 9 |
| No. of Participants ('000) | 9 | -62.9 % | 13 | -48.1 % |
| Average Duration (day) | 3.1 | 1.1 | 3.2 | 1.3 |

Types of Events

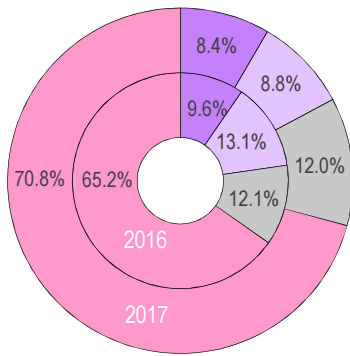


Meetings & Conferences

- Analysed by number of participants, meetings & conferences with 10 to 49 participants increased by 19 year-on-year to 156 (50.6% of total), and number of participants went up by 10.7% to 3,793 (8.4% of total). Meetings & conferences with 200 participants or more grew by 3 year-on-year to 54, constituting 17.5% of the total; number of participants also rose by 36.9% to 32,000, taking up 70.8% of the total.
- Meetings & conferences of 4 hours or more increased by 11 year-on-year to 195, and number of participants went up by 38.4% to 36,000, relatively higher than the overall growth (26.1%) in meeting participants. Number of participants in those meetings & conferences with 200 participants or more (28,000) grew by 51.1%. Meetings & conferences of less than 4 hours went up by 5 year-on-year to 113, yet number of participants declined by 5.3% to 9,508. Number of those meetings & conferences with 200 participants or more dropped by 3 and number of participants decreased by 17.2%.
- In the first half year, number of meetings & conferences with 200 participants or more increased by 19 year-on-year to 108, with a surge of 95.6% in number of participants (73,000). Those of 4 hours or more totalled 79, and number of participants (62,000) soared by 136.4%.



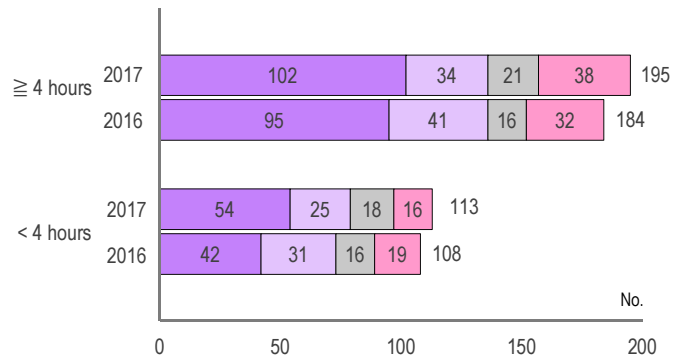
Meeting Participants by Scale of Meeting & Conference



Scale of Meeting & Conference

■ 10 - 49 participants
 ■ 50 - 99 participants
 ■ 100 - 199 participants
 ■ ≥ 200 participants

Meetings & Conferences by Duration and Scale



Meetings & Conferences by Duration and Floor Area Used

| | No. of Meetings & Conferences | Difference | Total floor area used ('000 m ²) | Change (%) |
|----------------------|-------------------------------|------------|--|------------|
| Total | 308 | 16 | 340 | 116.9 |
| < 500 m ² | 230 | 7 | 42 | -0.7 |
| 500 - 999 | 49 | 1 | 32 | 4.8 |
| ≥ 1 000 | 29 | 8 | 266 | 217.5 |
| 4 hours or more | 195 | 11 | 310 | 143.0 |
| < 500 m ² | 138 | 3 | 25 | -0.8 |
| 500 - 999 | 28 | -1 | 19 | -3.4 |
| ≥ 1 000 | 29 | 9 | 266 | 222.3 |
| Less than 4 hours | 113 | 5 | 30 | 2.8 |
| < 500 m ² | 92 | 4 | 17 | -0.4 |
| 500 - 999 | 21 | 2 | 13 | 19.9 |
| ≥ 1 000 | - | -1 | - | -100.0 |

- Total floor area used for meetings & conferences in the second quarter surged by 116.9% year-on-year to 340,000 m²; those meetings & conferences of 4 hours or more occupied a total floor area of 310,000 m² (91.2% of total), soaring by 143.0% year-on-year.

Meetings & conferences with a floor area of less than 500 m² increased by 7 year-on-year to 230; total floor area used for these meetings & conferences decreased slightly by 0.7% to 42,000 m², with the 138 meetings & conferences of 4 hours or more accounting for 59.4% (25,000 m²).

Meetings & conferences with a floor area of 1,000 m² or more went up by 8 year-on-year to 29, and all of them were meetings & conferences of 4 hours or more. Total floor area used soared by 217.5% to 266,000 m².

- Total floor area used for meetings & conferences in the first half year expanded by 133.3% year-on-year to 600,000 m², of which 89.6% was occupied by meetings & conferences of 4 hours or more (442).

Exhibitions

- Among the 11 exhibitions in the second quarter, 9 were previously held in the second quarter of 2016 and the remaining 2 had been formerly held in Macao. Number of exhibitions decreased by 7 year-on-year, with number of attendees (351,000) and total floor area used (84,000 m²) dropping by 14.0% and 2.1% respectively. The average duration of the exhibitions was 3.8 days, up by 0.4 day.

Number of exhibitions organised by non-government organisations fell by 7 year-on-year to 10, and number of attendees (342,000) dropped by 15.0%. Number of exhibitions organised by the government remained unchanged from a year earlier at 1, while number of attendees (9,340) increased by 57.7%.

- Number of exhibitions in the first half year decreased by 4 year-on-year to 18, and number of attendees (514,000) edged down by 0.7%. Total floor area used (98,000 m²) increased by 2.3%. Number of exhibitions organised by non-government organisations was 17, while number of attendees (505,000) went down by 1.4%.

Incentives

- There were 14 incentives held in the second quarter, attracting 8,670 participants; the average duration of the events was 3.1 days and total floor area used was 22,000 m².
- A total of 29 incentives were held in the first half year. Number of participants (13,000) and total floor area used (38,000 m²) decreased by 48.1% and 74.2% respectively year-on-year.

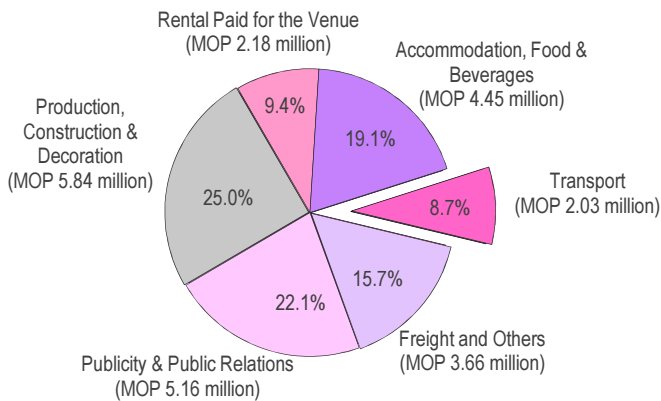
Number of Exhibitions and Attendees



Main Items of Receipts and Expenditure of Interviewed Exhibition Organisers

| | '000 MOP | | | |
|---|-----------------|---------------|---------------------------|---------------|
| | Current Quarter | | 1 st Half Year | |
| | Total | Structure (%) | Total | Structure (%) |
| No. of Organisers | 11 | .. | 18 | .. |
| Receipts | 77 509 | 100.0 | 83 008 | 100.0 |
| Of which: | | | | |
| Rental Receipts of Exhibition Booths | 57 772 | 74.5 | 62 111 | 74.8 |
| Financial Support from Government and Other Organisations | 3 536 | 4.6 | 4 695 | 5.7 |
| Expenditure | 56 387 | 100.0 | 61 985 | 100.0 |
| Of which: | | | | |
| Production, Construction & Decoration | 16 690 | 29.6 | 18 432 | 29.7 |
| Publicity & Public Relations | 8 970 | 15.9 | 10 854 | 17.5 |
| Rental Paid for the Venue | 9 828 | 17.4 | 10 989 | 17.7 |
| Accommodation, Food & Beverages | 9 084 | 16.1 | 9 170 | 14.8 |

Structure of Expenditure for Exhibitions Organised by the Government



Booths, Exhibitors and Professional Visitors of Exhibitions

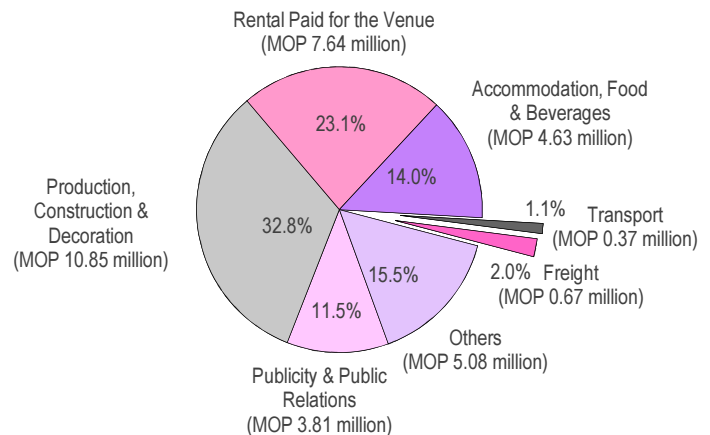
| | Current Quarter | | | No. Total of 1 st Half Year |
|-----------------------|-----------------|-------------------------|---|--|
| | Total | Organised by Government | Organised by non-Government Organisations | |
| | | | | |
| Booths | 2 668 | 677 | 1 991 | 3 180 |
| Exhibitors | 1 140 | 456 | 684 | 1 407 |
| Of which: | | | | |
| Mainland China | 327 | 194 | 133 | 330 |
| Hong Kong | 296 | 51 | 245 | 348 |
| Macao | 320 | 168 | 152 | 520 |
| Professional Visitors | 21 530 | 6 962 | 14 568 | 27 363 |
| Of which: | | | | |
| Mainland China | 4 515 | 2 278 | 2 237 | 5 315 |
| Hong Kong | 1 652 | 725 | 927 | 2 792 |
| Macao | 7 835 | 2 812 | 5 023 | 11 728 |

Receipts and Expenditure of Interviewed Exhibition Organisers

- In accordance with the information collected from the exhibition organisers, receipts of exhibitions amounted to MOP 77.51 million, with rental receipts of exhibition booths accounting for the majority at 74.5%. Expenditure totalled MOP 56.39 million, which was mainly incurred on production, construction & decoration (29.6%).
- Receipts of the 10 exhibitions organised by non-government organisations amounted to MOP 76.40 million, of which 74.2% was from rental receipts of exhibition booths, while financial support from government and other organisations contributed merely 4.6%, down by 4.8 percentage points compared to the same period of last year (9.4%). Expenditure totalled MOP 33.06 million, of which production, construction & decoration and rental paid for the venue took up 32.8% and 23.1% respectively. After deducting the expenditure and financial support from government and other organisations from the receipts, the exhibitions recorded net receipts of MOP 39.81 million, an improvement from MOP 16.59 million in the second quarter of 2016.
- According to the information collected from the 18 exhibition organisers in the first half year of 2017, receipts came mainly from rental receipts of exhibition booths (74.8% of total). Meanwhile, expenditure was mainly incurred on production, construction & decoration (29.7% of total).

Receipts (MOP 81.90 million) of the 17 exhibitions organised by non-government organisations was higher than their expenditure (MOP 38.66 million) by 111.9%. The net receipts of these exhibitions after deducting the expenditure and financial support from government and other organisations was MOP 38.55 million, an upsurge of 158.3% from MOP 14.92 million in the first half year of 2016.

Structure of Expenditure for Exhibitions Organised by Non-Government Organisations



Exhibitors and Professional Visitors of Exhibitions

- The 11 exhibitions had a total of 2,668 booths. Number of exhibitors totalled 1,140, with 28.7% coming from Mainland China and 28.1% were from Macao. Professional visitors totalled 22,000, with those from Macao making up 36.4%.
- The 10 exhibitions organised by non-government organisations had a total of 684 exhibitors, with 35.8% coming from Hong Kong. Professional visitors totalled 15,000, with those from Macao accounting for 34.5%.
- In the first half year of 2017, exhibitors and professional visitors totalled 1,407 and 27,000 respectively, of which 951 exhibitors and 20,000 professional visitors attended the exhibitions organised by non-government organisations.

Structure of Receipts and Expenditure of Interviewed Exhibitors

| | % | | | |
|--|-----------------|-------------------------------------|-----------------------------------|--|
| | Current Quarter | Same Quarter Last Year ^r | 1 st Half Year of 2017 | 1 st Half Year of 2016 ^r |
| Receipts | 100.0 | 100.0 | 100.0 | 100.0 |
| Sales of Products | 99.1 | 95.0 | 98.7 | 96.0 |
| Financial Support from Government & Other Organisations and Others | 0.9 | 5.0 | 1.3 | 4.0 |
| Expenditure | 100.0 | 100.0 | 100.0 | 100.0 |
| Rental Paid for Exhibition Booth | 53.5 | 59.7 | 55.8 | 62.0 |
| Booth Decoration & Construction | 28.7 | 26.9 | 26.9 | 25.2 |
| Publicity & Public Relations | 5.7 | 5.3 | 5.7 | 5.1 |
| Freight and Others | 12.1 | 8.1 | 11.6 | 7.7 |

Receipts and Expenditure of Interviewed Exhibitors

- Information from 298 interviewed exhibitors in the second quarter indicated that 99.1% of their receipts came from sales of products. As regards expenditure, rental paid for exhibition booths took up the largest share of 53.5% of the total, while booth decoration & construction constituted 28.7%.
- Information from 458 interviewed exhibitors in the first half year indicated that 98.7% of their receipts was generated from sales of products, whereas their expenditure was mainly incurred on rental paid for exhibition booths (55.8% of total) and booth decoration & construction (26.9%).

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 | 99.7 | 70.4 | 13.8 | 22.9 | -16.1 | 5.1 | 2.6 | 1.6 | -0.3 | |
| Hospitality | 97.0 | 73.4 | 13.1 | 21.1 | -12.9 | 2.1 | -1.1 | 3.4 | 0.9 | |
| Promotion | 99.7 | 50.5 | 7.7 | 29.0 | -7.5 | 14.5 | -3.7 | 6.0 | 3.5 | |
| Venue | | | | | | | | | | |
| Facilities | 100.0 | 67.8 | 12.8 | 24.2 | -14.6 | 6.0 | 0.4 | 2.0 | 1.4 | |
| Management | 100.0 | 78.5 | 12.2 | 17.4 | -12.6 | 2.0 | -0.5 | 2.1 | 0.9 | |
| Ease of Access | 100.0 | 68.8 | 6.9 | 22.1 | -10.4 | 6.7 | 2.3 | 2.4 | 1.2 | |
| Venue Staff | | | | | | | | | | |
| Professionalism | 97.3 | 80.3 | 16.4 | 14.1 | -12.5 | 2.4 | 0.5 | 3.2 | -4.4 | |
| Language Skills | 97.3 | 75.9 | 3.8 | 16.9 | -4.5 | 3.4 | 2.8 | 3.8 | -2.1 | |
| Work Efficiency & Attitude | 97.7 | 79.7 | 12.8 | 15.1 | -9.1 | 1.4 | -1.1 | 3.8 | -2.6 | |
| Services Rendered by Local Companies | | | | | | | | | | |
| Services | 41.9 | 73.6 | 1.6 | 22.4 | -1.9 | 2.4 | 0.5 | 1.6 | -0.2 | |
| Arrangements | 41.9 | 73.6 | 7.2 | 23.2 | -3.0 | - | -1.9 | 3.2 | -2.3 | |

Comments from Interviewed Exhibitors

- The proportion of interviewed exhibitors who were satisfied with the promotion of the exhibition went up by 7.7 percentage points quarter-to-quarter to 50.5%, which was the lowest satisfaction level among all aspects; meanwhile, 14.5% of the exhibitors considered that improvement was needed, down by 3.7 percentage points.
- As regards the venue, 78.5% of the interviewed exhibitors were satisfied with the venue management, up by 12.2 percentage points quarter-to-quarter, and the proportion of those who complimented on the professionalism of the venue staff rose by 16.4 percentage points to 80.3%.
- Among the interviewed exhibitors who had used services rendered by local companies, the proportions of those who were satisfied with the services (73.6%) and the arrangements (73.6%) of local companies increased by 1.6 percentage points and 7.2 percentage points respectively quarter-to-quarter.

Historical Data for 2nd Quarter

| | 2012 | 2013 | 2014 | 2015 ^r | 2016 |
|-----------------------------------|------|------|------|-------------------|------|
| No. of MICE Events | 231 | 225 | 225 | 320 | 318 |
| Meetings & Conferences | 223 | 217 | 207 | 299 | 292 |
| Of which: 4 hours or more | 157 | 169 | 152 | 213 | 184 |
| Exhibitions | 8 | 8 | 18 | 16 | 18 |
| Incentives | ~ | ~ | ~ | 5 | 8 |
| Participants and Attendees ('000) | 130 | 218 | 522 | 413 | 468 |
| Meeting Participants | 17 | 24 | 22 | 29 | 36 |
| Of which: 4 hours or more | 13 | 20 | 17 | 22 | 26 |
| Exhibition Attendees | 113 | 194 | 500 | 384 | 408 |
| Incentives Participants | ~ | ~ | ~ | 1 | 23 |
| Average Duration of Events (day) | 1.6 | 1.9 | 1.9 | 1.8 | 1.5 |
| Average Duration of Meetings | 1.6 | 1.8 | 1.8 | 1.7 | 1.4 |
| Of which: 4 hours or more | 2.0 | 2.2 | 2.3 | 2.1 | 1.9 |
| Average Duration of Exhibitions | 3.6 | 3.9 | 3.3 | 3.2 | 3.4 |
| Average Duration of Incentives | ~ | ~ | ~ | 2.9 | 2.0 |

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 and abbreviations:

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

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

