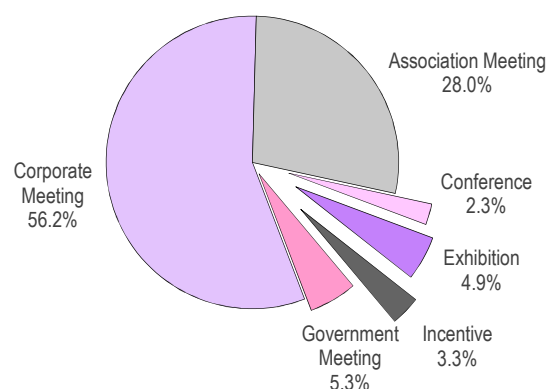


- A total of 304 MICE events were held, including 279 meetings & conferences, 15 exhibitions and 10 incentives. Total number of participants and attendees was 581,000. In the first three quarters of 2017, 1,003 MICE events were organised and number of participants and attendees reached 1,208,000.
- Number of meetings & conferences (+ 22) and number of participants (+33.9%) registered year-on-year growth, mainly driven by increases in meetings & conferences with 200 participants or more. Meetings & conferences of 4 hours or more increased by 12, with number of participants growing by 37.7%. In the first three quarters, number of meetings & conferences went up by 88 year-on-year and number of participants increased by 50.1%.
- Number of exhibitions decreased by 2 year-on-year, with number of attendees going down by 12.9%. In the first three quarters, number of exhibitions fell by 6 year-on-year and number of attendees dropped by 7.1%.
- Number of incentives rose by 7 year-on-year, bringing an upsurge of 220.4% in the number of participants. In the first three quarters, number of incentives increased by 16 year-on-year, with number of participants rising by 1.4%.

Principal Indicators

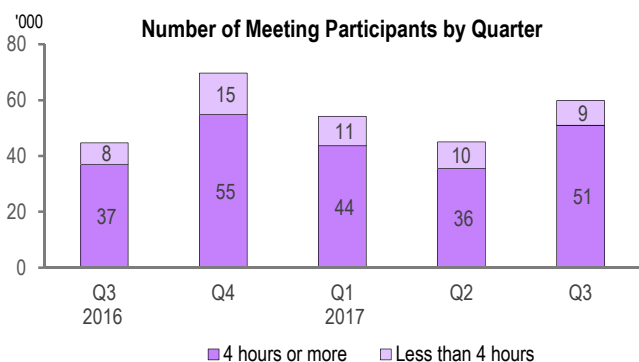
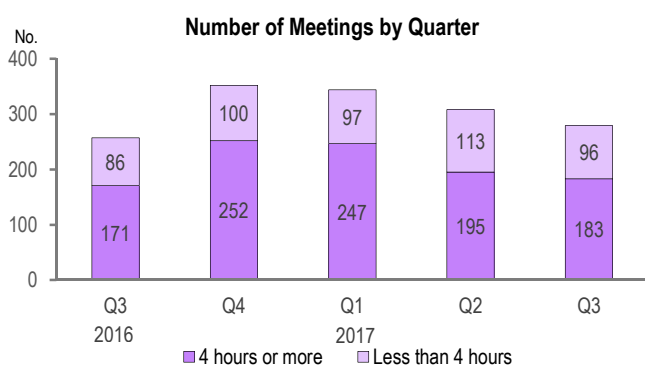
	Current Quarter	Change	Q1-Q3	Change
MICE Events (No.)	304	27	1 003	98
No. of Participants and Attendees ('000)	581	-7.4 %	1 208	-2.0 %
Average Duration (day)	1.7	0.1	1.7	0.2
Meetings & Conferences (No.)	279	22	931	88
No. of Participants ('000)	60	33.9 %	159	50.1 %
Average Duration (day)	1.5	0.1	1.5	0.1
Of which: 4 hours or more	183	12	625	89
No. of Participants ('000)	51	37.7 %	130	69.1 %
Average Duration (day)	2.1	0.2	2.0	0.1
Exhibitions (No.)	15	-2	33	-6
No. of Attendees ('000)	503	-12.9 %	1 017	-7.1 %
Average Duration (day)	3.4	-0.1	3.5	0.1
Incentives (No.)	10	7	39	16
No. of Participants ('000)	18	220.4 %	31	1.4 %
Average Duration (day)	2.8	-0.9	3.1	1.0

Types of Events

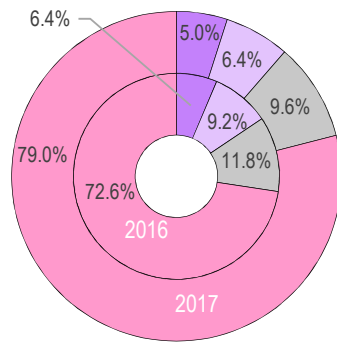


Meetings & Conferences

- Analysed by number of participants, meetings & conferences with 10 to 49 participants (126) accounted for 45.2% of the total, while their number of participants (2,998) constituted merely 5.0% of the total. Meetings & conferences with 200 participants or more went up by 18 year-on-year to 53, with number of participants expanding by 45.7% to 47,000.
- In terms of duration of event, meetings & conferences of 4 hours or more (183) took up 65.6% of the total; their number of participants accounted for 85.1% of the total, at 51,000, with 84.0% of them attending meetings & conferences with 200 participants or more. Meetings & conferences of less than 4 hours went up by 10 year-on-year to 96, and number of participants rose by 15.8% to 8,906. Among these meetings & conferences, number of those with 200 participants or more remained at 11, with number of participants rising by 40.3% year-on-year to 4,491.
- In the first three quarters, number of meetings & conferences increased by 88 year-on-year to 931, with number of participants growing by 50.1% to 159,000. Meetings & conferences with 200 participants or more went up by 37 year-on-year to 161, and number of participants rose notably by 72.3% to 120,000; among these meetings & conferences, those of 4 hours or more totalled 121, attracting 105,000 participants.



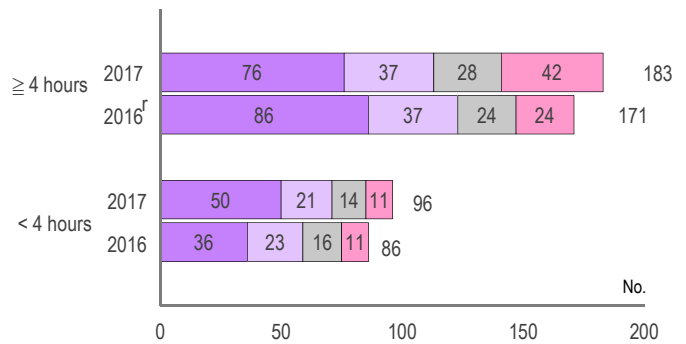
Meeting Participants by Scale of Meeting & Conference



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	279	22	277	113.2
< 500 m ²	194	-7	41	10.3
500 - 999	47	14	32	48.7
≥ 1 000	38	15	204	185.8
4 hours or more	183	12	243	126.3
< 500 m ²	121	-6	28	19.6
500 - 999	29	6	20	30.1
≥ 1 000	33	12	196	183.5
Less than 4 hours	96	10	33	50.0
< 500 m ²	73	-1	13	-5.1
500 - 999	18	8	12	96.6
≥ 1 000	5	3	8	252.0

- Total floor area used for meetings & conferences in the third quarter soared by 113.2% year-on-year to 277,000 m², with those of 4 hours or more occupying a total floor area of 243,000 m² (87.9% of total), a surge of 126.3%.

Meetings & conferences with a floor area of less than 500 m² decreased by 7 year-on-year to 194, with total floor area used rising by 10.3% to 41,000 m². Among them, those meetings & conferences of 4 hours or more (121) occupied a total floor area of 28,000 m².

Meetings & conferences with a floor area of 1,000 m² or more went up by 15 year-on-year to 38, and total floor area used soared by 185.8% to 204,000 m². Those meetings & conferences of 4 hours or more (33) occupied a total floor area of 196,000 m².

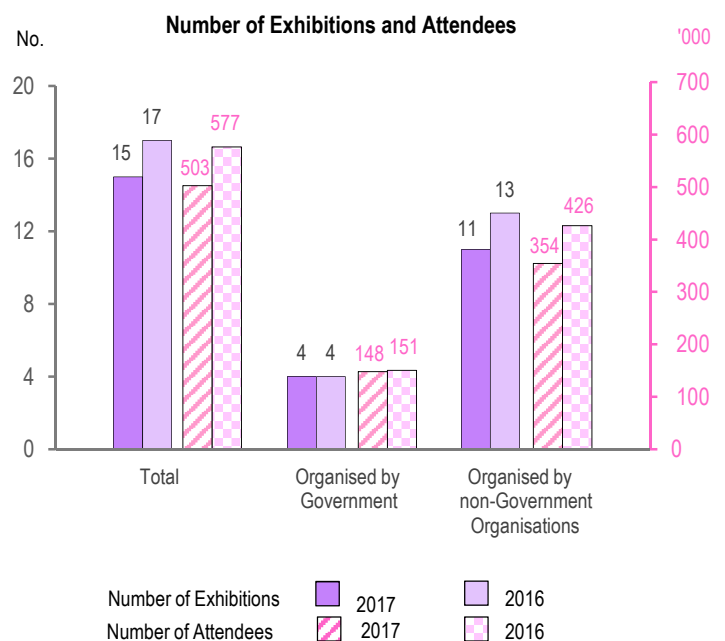
- Total floor area used for the 931 meetings & conferences in the first three quarters surged by 126.6% year-on-year to 877,000 m², of which 89.1% was occupied by the 625 meetings & conferences of 4 hours or more.

Exhibitions

- The 15 exhibitions held in the third quarter had previously been taken place in Macao, of which 10 were held in the same quarter of 2016. Number of exhibitions decreased by 2 year-on-year, with number of attendees (503,000) and total floor area used (52,000 m²) dropping by 12.9% and 12.6% respectively. The average duration of the exhibitions also went down by 0.1 day year-on-year to 3.4 days.

Number of exhibitions organised by non-government organisations fell by 2 year-on-year to 11, with number of attendees dropping by 16.9% to 354,000. Meanwhile, number of exhibitions organised by the Government remained at 4, the same as in the third quarter of 2016, while number of attendees (148,000) decreased by 1.6%.

- Number of exhibitions in the first three quarters decreased by 6 year-on-year to 33, with number of attendees (1,017,000) and total floor area used (150,000 m²) falling by 7.1% and 3.4% respectively. Number of attendees of the 28 exhibitions organised by non-government organisations dropped by 8.4% year-on-year to 859,000, while those attending exhibitions organised by the Government edged up by 0.7% to 157,000.



Incentives

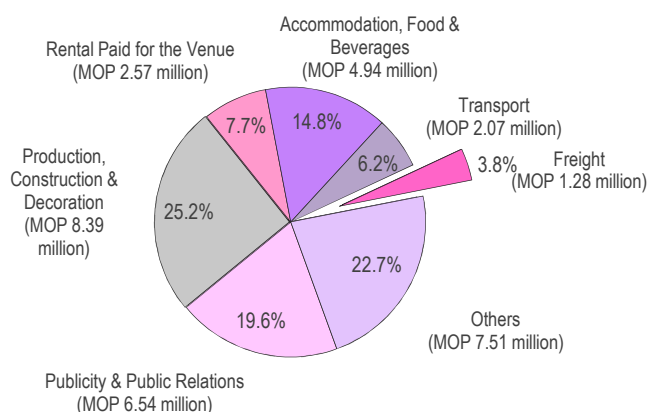
- Number of incentives held in the third quarter increased by 7 year-on-year to 10, attracting 18,000 participants, an upsurge of 220.4%. The average duration of these events was 2.8 days and total floor area used was 168,000 m².

- A total of 39 incentives were held in the first three quarters, up by 16 year-on-year. Number of participants (31,000) and total floor area used (206,000 m²) rose by 1.4% and 23.8% respectively year-on-year, and the average duration of these events went up by 1.0 day to 3.1 days.

Main Items of Receipts and Expenditure of Interviewed Exhibition Organisers

	'000 MOP			
	Current Quarter		Q1-Q3	
	Total	Structure (%)	Total	Structure (%)
No. of Organisers	15	..	33	..
Receipts	24 712	100.0	107 720	100.0
Of which:				
Rental Receipts of Exhibition Booths	14 438	58.4	76 550	71.1
Financial Support from Government and Other Organisations	10 124	41.0	14 819	13.8
Expenditure	52 652	100.0	114 636	100.0
Of which:				
Production, Construction & Decoration	12 939	24.6	31 371	27.4
Publicity & Public Relations	9 233	17.5	20 087	17.5
Rental Paid for the Venue	5 186	9.8	16 174	14.1
Accommodation, Food & Beverages	8 627	16.4	17 798	15.5

Structure of Expenditure for Exhibitions Organised by the Government



Booths, Exhibitors and Professional Visitors of Exhibitions

	Current Quarter			Q1-Q3
	Total	No.		
		Organised by Government	Organised by non-Government Organisations	
Booths	2 547	1 061	1 486	5 727
Exhibitors	1 876	846	1 030	3 283
Of which:				
Mainland China	471	428	43	801
Hong Kong	208	30	178	556
Macao	612	199	413	1 132
Professional Visitors	21 134	3 680	17 454	48 497
Of which:				
Mainland China	3 479	2 132	1 347	8 794
Hong Kong	2 862	191	2 671	5 654
Macao	13 811	1 078	12 733	25 539

Receipts and Expenditure of Interviewed Exhibition Organisers

- In accordance with information collected from the exhibition organisers in the third quarter, receipts of the exhibitions surged by 100.8% year-on-year to MOP 24.71 million, with rental receipts of exhibition booths accounting for 58.4% of the total. Expenditure increased by 19.5% year-on-year to MOP 52.65 million, of which 24.6% was incurred on production, construction & decoration.

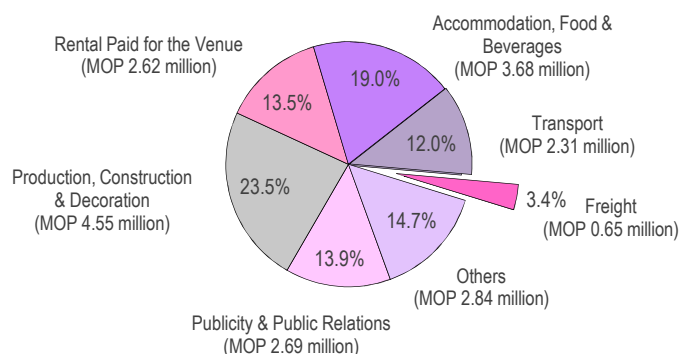
- Receipts of the 11 exhibitions organised by non-government organisations amounted to MOP 21.91 million, of which 53.1% was generated from rental receipts of exhibition booths, and financial support from government and other organisations constituted 46.2% of the total. Expenditure totalled MOP 19.35 million, with production, construction & decoration and accommodation, food & beverages taking up 23.5% and 19.0% of the total respectively.

Receipts of the 4 exhibitions organised by the Government totalled MOP 2.80 million, all of which came from rental receipts of exhibition booths. Expenditure of these exhibitions amounted to MOP 33.30 million, accounting for 63.3% of the total.

- According to information collected from the 33 exhibition organisers in the first three quarters of 2017, receipts were generated primarily from rental receipts of exhibition booths (71.1% of total), whereas expenditure was mainly incurred on production, construction & decoration (27.4% of total).

Receipts of the 28 exhibitions organised by non-government organisations amounted to MOP 104 million. The net receipts of these exhibitions after deducting the expenditure (MOP 58.01 million) and financial support from government and other organisations (MOP 14.82 million) was MOP 30.98 million, an improvement from the net receipts of MOP 11.00 million in the same period of 2016.

Structure of Expenditure for Exhibitions Organised by Non-Government Organisations



Exhibitors and Professional Visitors of Exhibitions

- The 15 exhibitions in the third quarter had a total of 2,547 booths. Among the 1,876 exhibitors, 25.1% came from Mainland China and 32.6% from Macao. Professional visitors totalled 21,000, with those from Macao making up 65.3%.

- The 11 exhibitions organised by non-government organisations drew 1,030 exhibitors and 17,000 professional visitors, and most of them were from Macao, comprising 40.1% and 73.0% of the respective total. With regard to the 4 exhibitions organised by the Government, 50.6% of the exhibitors (428) and 57.9% of the professional visitors (2,132) were from Mainland China.

- In the first three quarters, the exhibitions attracted 3,283 exhibitors and 48,000 professional visitors; among them, 1,981 exhibitors and 38,000 professional visitors attended exhibitions organised by non-government organisations.

Structure of Receipts and Expenditure of Interviewed Exhibitors

	%			
	Current Quarter	Same Quarter Last Year ^r	Q1-Q3 of 2017	Q1-Q3 of 2016 ^r
Receipts	100.0	100.0	100.0	100.0
Sales of Products	89.6	91.6	97.5	94.4
Financial Support from Government & Other Organisations and Others	10.4	8.4	2.5	5.6
Expenditure	100.0	100.0	100.0	100.0
Rental Paid for Exhibition Booth	65.4	65.7	57.7	63.3
Booth Decoration & Construction	15.2	16.2	24.6	22.2
Publicity & Public Relations	8.5	8.3	6.3	6.2
Freight and Others	10.9	9.8	11.4	8.3

Receipts and Expenditure of Interviewed Exhibitors

- Information from 355 interviewed exhibitors in the third quarter indicated that 89.6% of their receipts came from sales of products. As regards expenditure, rental paid for exhibition booths took up 65.4% of the total, while booth decoration & construction constituted 15.2%.
- Information from 813 interviewed exhibitors in the first three quarters indicated that 97.5% of their receipts was generated from sales of products, whereas their expenditure was mainly incurred on rental paid for exhibition booths (57.7% of total) and booth decoration & construction (24.6%).

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	77.4	7.0	18.4	-4.5	3.7	-1.4	0.5	-1.1	
Hospitality	98.3	76.5	3.1	19.8	-1.3	2.0	-0.1	1.7	-1.7	
Promotion	99.7	63.6	13.1	21.2	-7.8	11.9	-2.6	3.3	-2.7	
Venue										
Facilities	100.0	69.6	1.8	22.5	-1.7	7.0	1.0	0.9	-1.1	
Management	100.0	76.9	-1.6	18.9	1.5	2.3	0.3	1.9	-0.2	
Ease of Access	100.0	75.2	6.4	17.7	-4.4	6.2	-0.5	0.9	-1.5	
Venue Staff										
Professionalism	96.1	80.9	0.6	16.1	2.0	1.2	-1.2	1.8	-1.4	
Language Skills	95.8	80.0	4.1	14.4	-2.5	3.2	-0.2	2.4	-1.4	
Work Efficiency & Attitude	95.8	80.3	0.6	15.9	0.8	1.8	0.4	2.0	-1.8	
Services Rendered by Local Companies										
Services	36.6	83.8	10.2	12.3	-10.1	1.5	-0.9	2.4	0.8	
Arrangements	36.6	81.5	7.9	13.1	-10.1	3.1	3.1	2.3	-0.9	

Comments from Interviewed Exhibitors

- Among the interviewed exhibitors who had used services rendered by local companies, the proportion of those who were satisfied with their services rose by 10.2 percentage points quarter-to-quarter to 83.8%, the highest rating across all aspects.
- The proportions of interviewed exhibitors who complimented on the professionalism (80.9%), work efficiency & attitude (80.3%) and language skills (80.0%) of venue staff reached 80.0% or more, with quarter-to-quarter increases being observed.
- As regards the venue, 76.9% of the interviewed exhibitors were satisfied with the venue management, down by 1.6 percentage points quarter-to-quarter, while 75.2% of them were satisfied with the ease of access, up by 6.4 percentage points.
- The proportion of interviewed exhibitors who were satisfied with the promotion of the exhibition went up by 13.1 percentage points quarter-to-quarter to 63.6%, which was the lowest rating among all aspects; meanwhile, 11.9% of the exhibitors considered that improvement was needed, down by 2.6 percentage points.

Historical Data for 3rd Quarter

	2012	2013	2014	2015	2016 ^r
No. of MICE Events	220	226	240	288	277
Meetings & Conferences	199	205	214	251	257
Of which: 4 hours or more	153	162	155	189	171
Exhibitions	21	21	26	29	17
Incentives	~	~	~	8	3
Participants and Attendees ('000)	700	625	725	1 018	627
Meeting Participants	15	32	29	23	45
Of which: 4 hours or more	12	29	22	17	37
Exhibition Attendees	684	593	695	994	577
Incentives Participants	~	~	~	1	6
Average Duration of Events (day)	1.8	1.9	2.0	1.9	1.6
Average Duration of Meetings	1.6	1.8	1.9	1.7	1.4
Of which: 4 hours or more	1.9	2.1	2.4	2.2	1.9
Average Duration of Exhibitions	3.4	3.1	3.4	3.3	3.5
Average Duration of Incentives	~	~	~	2.6	3.7

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:

..	Not applicable
r	Revised figures
~	No figure provided
%	Percentage
'000	Thousand
MOP	Macao Pataca
p.p.	Percentage point
m ²	Square metre
No.	Number

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

