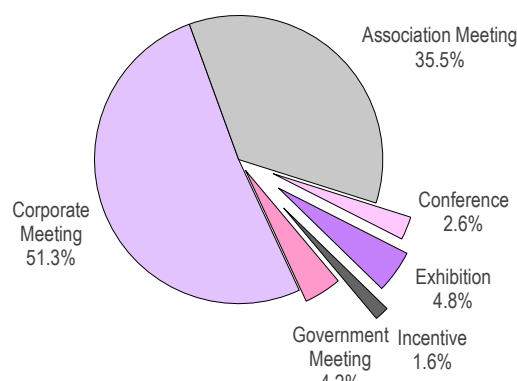


- A total of 378 MICE events were held, including 354 meetings & conferences, 18 exhibitions and 6 incentives. Total number of participants and attendees was 694,000. For the whole year of 2017, 1,381 MICE events were organised and number of participants and attendees reached 1,901,000.
- Number of meetings & conferences went up by 2 year-on-year and number of participants rose by 23.8%, which was attributable to the increase in meetings & conferences with 200 participants or more. Meetings & conferences of 4 hours or more decreased by 8, whereas number of participants expanded by 40.1%. In 2017, meetings & conferences increased by 90 year-on-year and number of participants rose by 39.3%.
- Number of exhibitions increased by 2 year-on-year and number of attendees surged by 45.8%. In 2017, number of exhibitions fell by 4 year-on-year while that of attendees grew by 7.2%.
- Number of incentives went up by 3 year-on-year, with number of participants rising by 14.1%. For the whole year of 2017, number of incentives increased by 19 year-on-year and that of participants rose by 5.4%.

Principal Indicators

	Current Quarter	Change	2017	Change
MICE Events (No.)	378	7	1 381	105
No. of Participants and Attendees ('000)	694	41.7 %	1 901	10.4 %
Average Duration (day)	1.7	-	1.7	0.1
Meetings & Conferences (No.)	354	2	1 285	90
No. of Participants ('000)	86	23.8 %	245	39.3 %
Average Duration (day)	1.6	-	1.6	0.1
Of which: 4 hours or more	244	-8	869	81
No. of Participants ('000)	77	40.1 %	206	56.6 %
Average Duration (day)	2.2	0.2	2.1	0.1
Exhibitions (No.)	18	2	51	-4
No. of Attendees ('000)	591	45.8 %	1 608	7.2 %
Average Duration (day)	3.3	0.1	3.4	0.1
Incentives (No.)	6	3	45	19
No. of Participants ('000)	16	14.1 %	48	5.4 %
Average Duration (day)	2.6	0.3	3.0	0.9

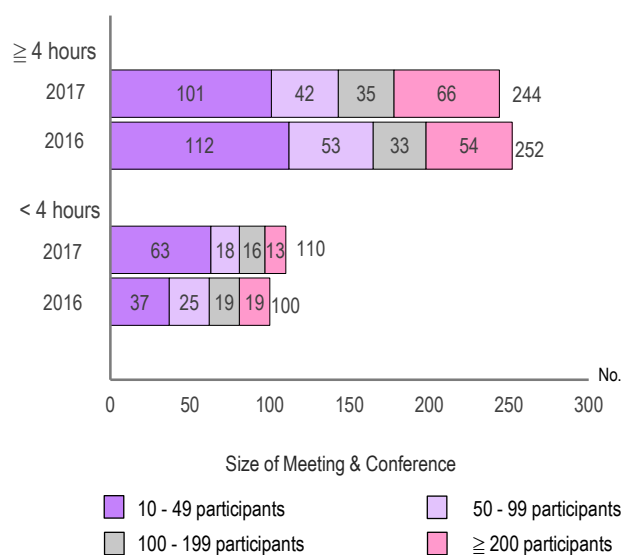
Types of Events in 4th Quarter



Meetings & Conferences by Number of Participants in 4th Quarter

	Meetings & Conferences (No.)	Difference	No. of Participants ('000)	Change (%)
10 - 49	164	15	4	3.3
50 - 99	60	-18	4	-27.6
100 - 199	51	-1	7	-2.9
≥ 200	79	6	72	34.0

Meetings & Conferences by Duration and Size in 4th Quarter



Meetings & Conferences

- Analysed by number of participants, meetings & conferences with 10 to 49 participants increased by 15 year-on-year to 164 in the fourth quarter; yet, the number of participants was merely 3,859 (4.5% of total), up by 3.3%. Meetings & conferences with 200 participants or more went up by 6 year-on-year to 79, with number of participants rising by 34.0% to 72,000 (83.1% of total).

In terms of duration of event, meetings & conferences of 4 hours or more decreased by 8 year-on-year to 244, whereas number of participants expanded by 40.1% to 77,000, with participants of meetings & conferences with 200 participants or more (67,000) surging by 53.6%. Meetings & conferences of less than 4 hours went up by 10 year-on-year to 110, while number of participants (9,533) dropped by 36.0%.

Meetings & Conferences by Duration and Floor Area Used

	Meetings & Conferences (No.)		Total Floor Area Used ('000 m ²)	
	Current Quarter	2017	Current Quarter	2017
Total	354	1 285	313	1 198
< 500 m ²	251	933	48	179
500 - 999	49	186	33	125
≥ 1 000	54	166	232	894
4 hours or more	244	869	283	1 073
< 500 m ²	155	586	32	115
500 - 999	40	130	27	90
≥ 1 000	49	153	224	867
Less than 4 hours	110	416	30	125
< 500 m ²	96	347	16	63
500 - 999	9	56	6	35
≥ 1 000	5	13	8	27

- Total floor area used for meetings & conferences in the fourth quarter decreased by 20.6% year-on-year to 313,000 m². Meetings & conferences of 4 hours or more occupied 283,000 m² (-19.1%), and those of less than 4 hours took up 30,000 m² (-33.1%).

Meetings & conferences with a floor area of 1,000 m² or more dropped by 2 year-on-year to 54, and the total floor area used was 232,000 m² (74.2% of total).

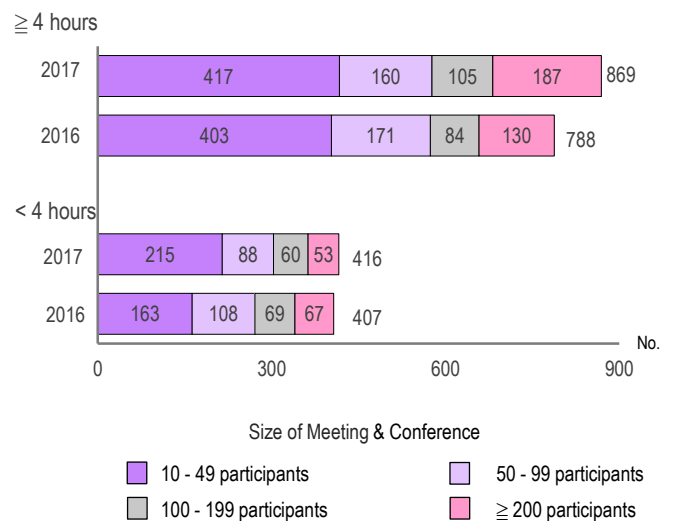
- For the whole year of 2017, meetings & conferences increased by 90 year-on-year to 1,285; number of participants grew by 39.3% to 245,000, attributable to an upsurge of 55.2% in those attending meetings & conferences with 200 participants or more.

Meetings & conferences of 4 hours or more went up by 81 year-on-year to 869 in 2017, with number of participants surging by 56.6% to 206,000 (84.3% of total). Meanwhile, meetings & conferences of less than 4 hours totalled 416, up by 9 year-on-year, whereas number of participants dropped by 12.5% to 38,000.

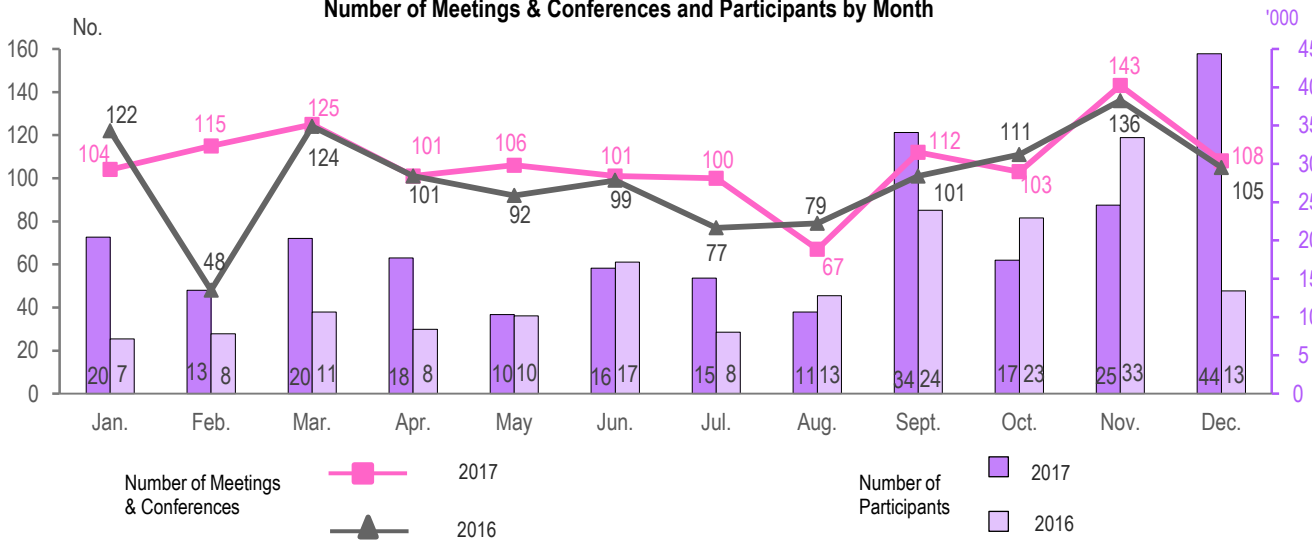
- Total floor area used for meetings & conferences in 2017 expanded by 53.3% year-on-year to 1,198,000 m², of which meetings & conferences of 4 hours or more occupied 1,073,000 m² (89.5% of total).

There were 166 meetings & conferences with a floor area of 1,000 m² or more in 2017, an increase of 49 year-on-year; their total floor area used reached 894,000 m², a leap of 80.1% year-on-year.

Meetings & Conferences by Duration and Size in 2017



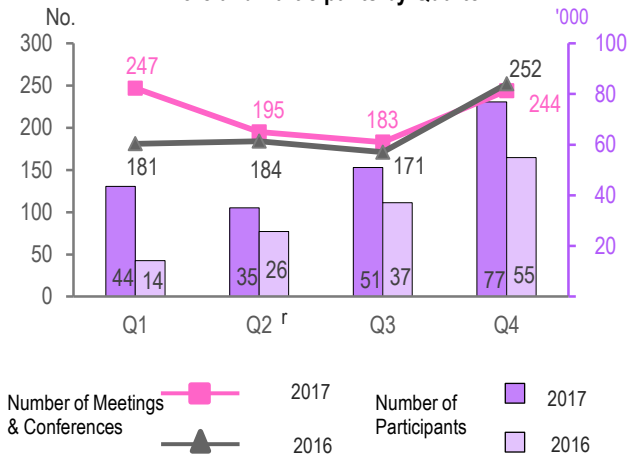
Number of Meetings & Conferences and Participants by Month



- Analysed by month, most of the meetings & conferences were held in November 2017, at 143 (+7); however, their number of participants dropped by 26.3% year-on-year to 25,000.

- In terms of number of participants, the number in December took the lead at 44,000, soaring by 230.9% year-on-year; meanwhile, there were 34,000 participants in September, up by 42.5%.

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



- Analysed by quarter, number of meetings & conferences of 4 hours or more in the first three quarters showed increases and the highest growth was recorded in the first quarter, rising by 66 year-on-year to 247.

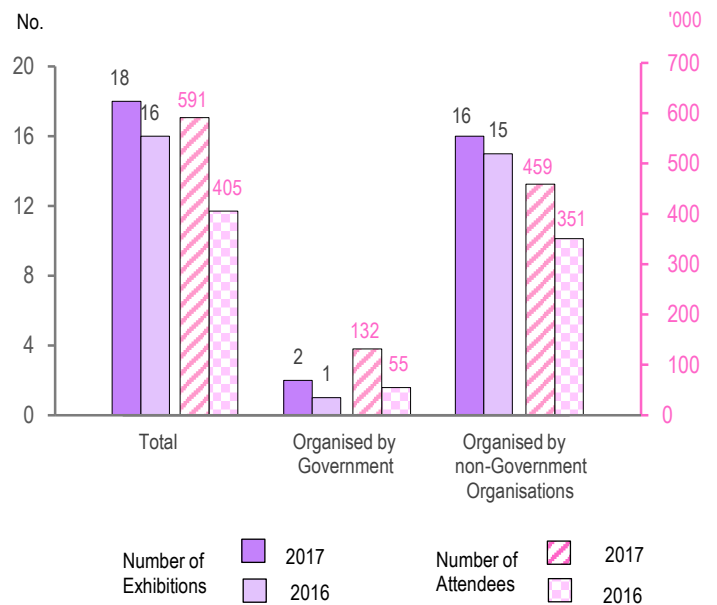
As regards number of participants, those attending meetings & conferences of 4 hours or more registered increases across all quarters, of which participants in the first quarter escalated by 206.0% to 44,000.

Exhibitions

- Among the 18 exhibitions held in the fourth quarter of 2017, 8 of them were previously held in the same quarter of 2016. Total number of attendees expanded by 45.8% year-on-year to 591,000 and the average duration of the exhibitions rose by 0.1 day to 3.3 days.

Number of exhibitions increased by 2 year-on-year; those organised by non-government organisations (16) and by the Government (2) both went up by 1, and the respective number of attendees totalled 459,000 (+31.0%) and 132,000 (+140.7%). Total floor area used dropped by 2.0% to 152,000 m².

Number of Exhibitions and Attendees in 4th Quarter

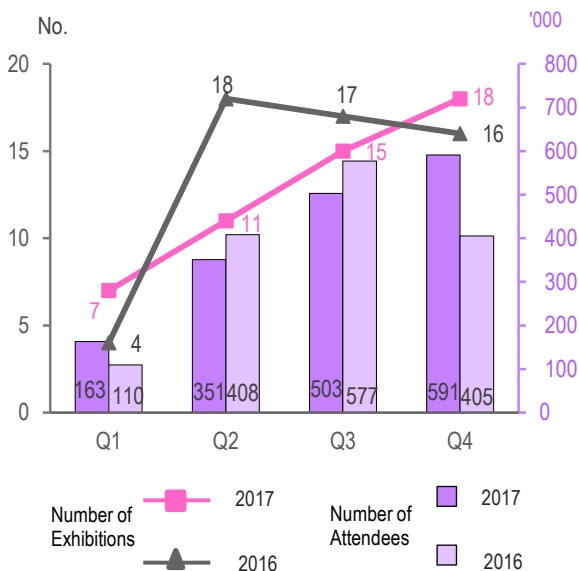


- For the whole year of 2017, a total of 51 exhibitions were held, down by 4 year-on-year. Number of attendees grew by 7.2% to 1,608,000, while total floor area used fell by 2.7% to 302,000 m².

There were 44 exhibitions organised by non-government organisations, down by 5 year-on-year, whereas their number of attendees rose by 2.3% to 1,319,000. Among these exhibitions, the 21 exhibitions with 20,000 attendees or more attracted 1,203,000 attendees (91.3% of total). Concurrently, number of attendees of the 7 exhibitions organised by the Government increased by 37.0% to 289,000.

- Analysed by quarter, number of exhibitions in the first and fourth quarters showed increases, with number of attendees surging by 48.9% and 45.8% year-on-year in the respective quarters. Meanwhile, exhibitions held in the second and third quarters decreased by 7 and 2 respectively, with their respective number of attendees dropping by 14.0% and 12.9%.

Number of Exhibitions and Attendees by Quarter



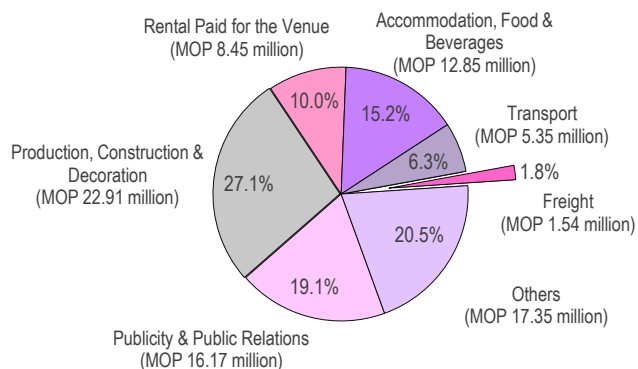
Main Items of Receipts and Expenditure of Interviewed Exhibition Organisers

'000 MOP

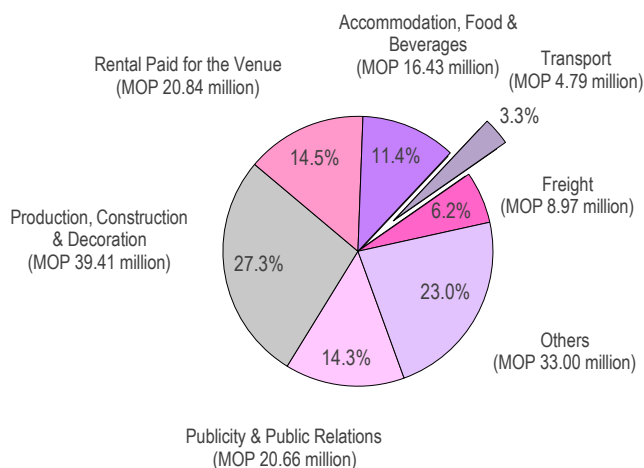
	Current Quarter			2017
	Total	Organised by Government	Organised by Non-Government Organisations	
No. of Organisers	18	2	16	51
Receipts				
Of which:	76 731	2 511	74 221	183 754
Rental Receipts of Exhibition Booths	17 710	2 439	15 271	94 272
Financial Support from Government and Other Organisations	57 744	-	57 744	71 853
Expenditure				
Of which:	114 083	27 984	86 099	228 719
Production, Construction & Decoration	30 946	8 680	22 266	62 317
Publicity & Public Relations	16 747	4 468	12 279	36 834
Rental Paid for the Venue	13 120	3 696	9 424	29 294
Accommodation, Food & Beverages	11 476	3 448	8 028	29 274

Structure of Expenditure for Exhibitions in 2017

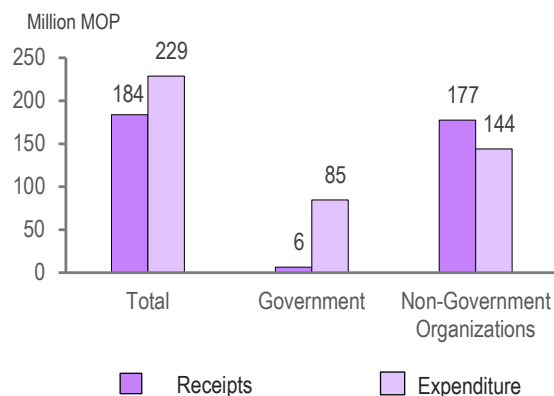
Exhibitions Organised by the Government



Exhibitions Organised by Non-Government Organisations



Receipts and Expenditure of Interviewed Exhibition Organisers in 2017



Receipts and Expenditure of Interviewed Exhibition Organisers

- According to the information provided by the exhibition organisers in the fourth quarter, receipts of the 18 exhibitions amounted to MOP 76.73 million, of which MOP 57.74 million (75.3% of total) came from financial support provided by the government and other organisations. Expenditure totalled MOP 114 million, with MOP 30.95 million (27.1% of total) being spent on production, construction & decoration.

Receipts of the 16 exhibitions organised by non-government organisations amounted to MOP 74.22 million, of which 77.8% was generated from financial support provided by the government and other organisations. Expenditure totalled MOP 86.10 million, with that incurred on production, construction & decoration and publicity & public relations taking up 25.9% and 14.3% respectively.

Receipts of the 2 exhibitions organised by the government totalled MOP 2.51 million, of which rental receipts of exhibition booths accounted for 97.1%. Expenditure of these exhibitions amounted to MOP 27.98 million, with that incurred on production, construction & decoration constituting 31.0%.

- In accordance with the information collected from the 51 exhibition organisers in 2017, their receipts were generated primarily from rental receipts of exhibition booths (MOP 94.27 million) and financial support from government and other organisations (MOP 71.85 million), whereas expenditure was mainly incurred on production, construction & decoration (MOP 62.32 million).

Receipts and expenditure of the 44 exhibitions organised by non-government organisations amounted to MOP 177 million and MOP 144 million respectively. Most of the receipts came from rental receipts of exhibition booths (49.6% of total) and financial support from government and other organisations (40.5%). Expenditure was mainly spent on production, construction & decoration (27.3% of total). After deducting the expenditure and financial support from government and other organisations from the receipts, these exhibitions recorded a deficit of MOP 38.62 million, yet an improvement from the deficit of MOP 48.05 million in 2016.

There were 7 exhibitions organised by the Government, and the receipts and expenditure of these exhibitions amounted to MOP 6.42 million and MOP 84.61 million respectively. Receipts were generated primarily from rental receipts of exhibition booths (98.5% of total) while most of the expenditure was incurred on production, construction & decoration (27.1% of total).

Booths, Exhibitors and Professional Visitors of Exhibitions

	Current Quarter			No. 2017
	Total	Organised by Government	Organised by non-Government Organisations	
Booths	3 465	1 749	1 716	9 192
Exhibitors	2 250	908	1 342	5 533
Of which:				
Mainland China	781	323	458	1 582
Hong Kong	231	11	220	787
Macao	857	277	580	1 989
Professional Visitors	50 062	10 552	39 510	98 559
Of which:				
Mainland China	12 762	2 987	9 775	21 556
Hong Kong	5 332	801	4 531	10 986
Macao	27 007	4 734	22 273	52 546

Exhibitors and Professional Visitors of Exhibitions

- The 18 exhibitions in the fourth quarter had a total of 3,465 booths. There were 2,250 exhibitors, and 34.7% of them came from Mainland China and 38.1% from Macao. Professional visitors totalled 50,000, with those from Macao making up 53.9%.

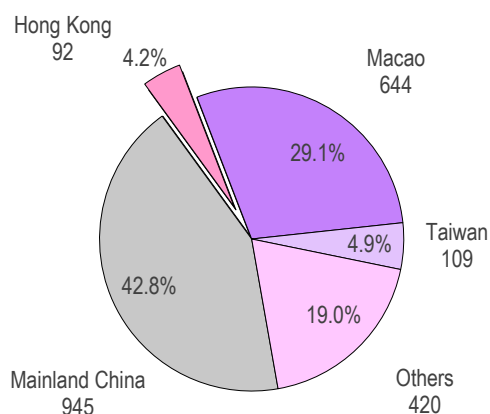
The 16 exhibitions organised by non-government organisations drew 1,342 exhibitors and 40,000 professional visitors, and most of them were from Macao, comprising 43.2% and 56.4% of the respective total. With regard to the 2 exhibitions organised by the Government, there were 908 exhibitors and 35.6% of them were from Mainland China; the majority of professional visitors (11,000) came primarily from Macao, taking up 44.9% of the total.

- For the whole year of 2017, the exhibitions attracted 5,533 exhibitors, with those coming from Mainland China and Macao comprising 28.6% and 35.9% of the total respectively. The 44 exhibitions organised by non-government organisations drew 3,323 exhibitors, and the majority of them were from Macao (40.5% of total). Moreover, the 7 exhibitions organised by the Government attracted 2,210 exhibitors; with 42.8% coming from Mainland China and 29.1% from Macao.

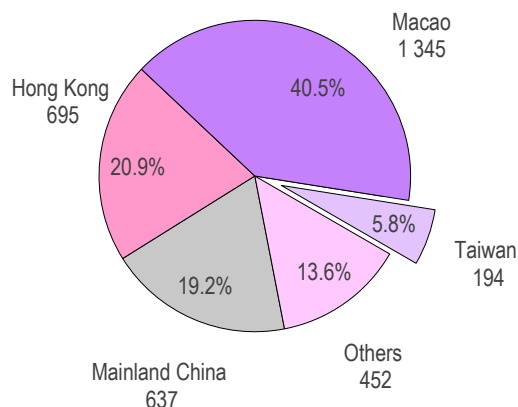
The 51 exhibitions drew 99,000 professional visitors in 2017, with those coming from Macao accounting for 53.3% of the total. Professional visitors attending exhibitions organised by non-government organisations totalled 77,000, and 56.8% of them were from Macao.

Structure of Exhibitors in 2017

Exhibitions Organised by the Government



Exhibitions Organised by Non-Government Organisations



Structure of Receipts and Expenditure of Interviewed Exhibitors

	Current Quarter	Same Quarter 2016	2017	2016
Receipts	100.0	100.0	100.0	100.0
Sales of Products	88.7	98.9	95.8	97.5
Financial Support from Government & Other Organisations and Others	11.3	1.1	4.2	2.5
Expenditure	100.0	100.0	100.0	100.0
Rental Paid for Exhibition Booth	40.6	49.2	50.9	56.2
Booth Decoration & Construction	40.4	32.7	30.9	27.5
Publicity & Public Relations	5.4	2.5	5.9	4.3
Freight and Others	13.6	15.6	12.3	12.0

Receipts and Expenditure of Interviewed Exhibitors

- Information from 417 interviewed exhibitors in the fourth quarter indicated that 88.7% of their receipts was generated from sales of products, while rental paid for exhibition booths and booth decoration & construction took up 40.6% and 40.4% of their expenditure respectively.
- Information collected from the 1,230 interviewed exhibitors in 2017 indicated that the majority of their receipts came from sales of products (95.8% of total), whereas their expenditure was mainly incurred on rental paid for exhibition booths (50.9% of total) and booth decoration & construction (30.9%).

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	99.8	69.7	-7.7	25.5	7.1	3.1	-0.6	1.7	1.2
Hospitality	98.6	70.6	-5.9	24.8	5.0	0.5	-1.5	4.1	2.4
Promotion	100.0	55.2	-8.4	25.4	4.2	15.1	3.2	4.3	1.0
Venue									
Facilities	100.0	71.2	1.6	22.5	-	5.8	-1.2	0.5	-0.4
Management	100.0	76.7	-0.2	20.4	1.5	1.9	-0.4	1.0	-0.9
Ease of Access	100.0	72.9	-2.3	18.5	0.8	7.2	1.0	1.4	0.5
Venue Staff									
Professionalism	98.1	78.2	-2.7	15.4	-0.7	1.2	-	5.2	3.4
Language Skills	98.1	78.7	-1.3	14.4	-	1.5	-1.7	5.4	3.0
Work Efficiency & Attitude	97.6	77.9	-2.4	15.7	-0.2	1.7	-0.1	4.7	2.7
Services Rendered by Local Companies									
Services	44.6	77.4	-6.4	19.4	7.1	0.5	-1.0	2.7	0.3
Arrangements	44.6	77.4	-4.1	19.4	6.3	-	-3.1	3.2	0.9

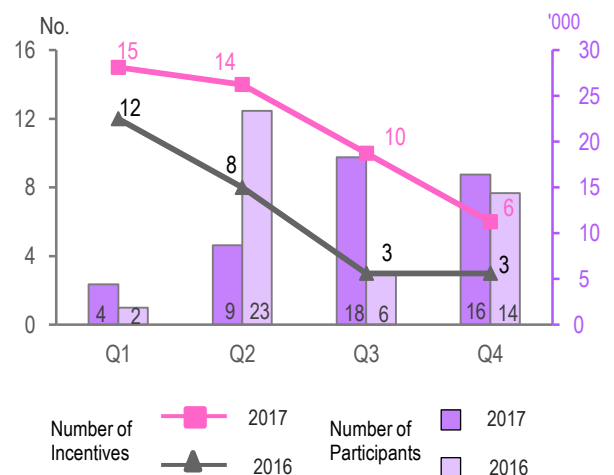
Comments from Interviewed Exhibitors

- Satisfaction of interviewed exhibitors towards most of the facilities and services recorded quarter-to-quarter decline. Even though the proportions of exhibitors who complimented the language skills (78.7%), professionalism (78.2%) and work efficiency & attitude (77.9%) of venue staff were relatively high, a quarter-to-quarter decrease of 1.3 percentage points, 2.7 percentage points and 2.4 percentage points was still recorded respectively.
- Among the interviewed exhibitors who had used services rendered by local companies, the proportions of those who were satisfied with services and arrangements of the companies were both 77.4%, down by 6.4 percentage points and 4.1 percentage points respectively quarter-to-quarter.
- As regards the venue, the shares of the exhibitors who showed satisfaction with the venue management (76.7%) and ease of access (72.9%) dropped by 0.2 percentage points and 2.3 percentage points respectively quarter-to-quarter; meanwhile, 71.2% of the exhibitors were satisfied with the facilities, up by 1.6 percentage points.
- The proportion of interviewed exhibitors who were satisfied with the promotion of the exhibition (55.2%) recorded the lowest rating among all aspects, down by 8.4 percentage points quarter-to-quarter, while 15.1% of the exhibitors required for improvement, up by 3.2 percentage points.

Incentives

- Number of incentives held in the fourth quarter increased by 3 year-on-year to 6, attracting 16,000 participants (+14.1%); the average duration of these events was 2.6 days and the total floor area used was 136,000 m².
- A total of 45 incentives were held in 2017, up by 19 year-on-year. Number of participants (48,000) and total floor area used (342,000 m²) rose by 5.4% and 1.1% respectively year-on-year; the average duration of these events went up by 0.9 day to 3.0 days.
- Analysed by quarter, number of participants registered growth in all quarters except for the second quarter, with that in the third quarter leaping by 220.4%.

Number of Incentives and Participants by Quarter



Historical Data

	Q4					2017				
	2012	2013	2014	2015	2016	2012	2013	2014	2015	2016
No. of MICE Events	294	344	310	362	371	1 015	1 024	1 050	1 263	1 276
Meetings & Conferences	275	320	280	336	352	956	958	963	1 163	1 195
Of which: 4 hours or more	212	228	203	213	252	747	725	706	811	788
Exhibitions	19	24	30	23	16	59	66	87	78	55
Incentives	~	~	~	3	3	~	~	~	22	26
Participants and Attendees ('000)	621	987	1 063	828	490	1 613	2 034	2 614	2 516	1 722
Meeting Participants	35	56	35	41	70	123	140	127	118	176
Of which: 4 hours or more	31	50	27	25	55	109	124	98	83	132
Exhibition Attendees	586	931	1 028	786	405	1 490	1 893	2 488	2 393	1 500
Incentive Participants	~	~	~	1	14	~	~	~	5	45
Average Duration of Events (day)	2.0	1.8	1.8	1.5	1.7	1.9	1.9	1.9	1.7	1.6
Average Duration of Meetings	1.9	1.7	1.6	1.4	1.6	1.8	1.8	1.8	1.6	1.5
Of which: 4 hours or more	2.3	2.1	2.1	1.9	2.0	2.2	2.2	2.3	2.1	2.0
Average Duration of Exhibitions	3.5	3.3	3.4	3.4	3.2	3.4	3.2	3.3	3.3	3.3
Average Duration of Incentives	~	~	~	3.3	2.3	~	~	~	3.0	2.1

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:

- 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;
- 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:

- r Revised figures
- Absolute value equals zero
- .. Not applicable
- ~ No figure provided
- % Percentage
- '000 Thousand
- MOP Macao Pataca
- p.p. Percentage point
- m² Square metre
- No. Number

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

