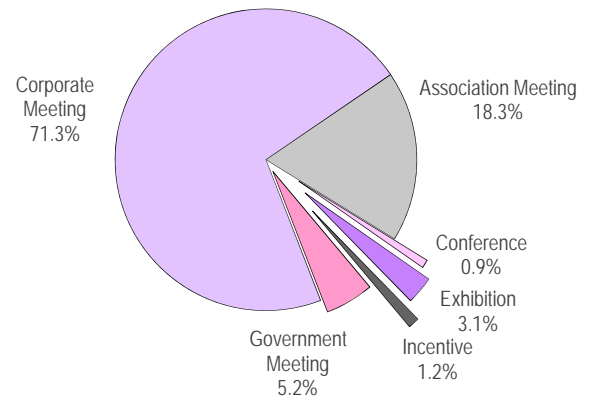


- A total of 328 MICE events were held, consisting of 314 meetings & conferences, 10 exhibitions and 4 incentives. Total number of participants and attendees was 278,000.
- Number of meetings & conferences decreased by 30 year-on-year, as number of those with less than 100 participants dropped by 35; meanwhile, number of participants increased by 31.5%. Meetings & conferences of 4 hours or more went down by 23, while number of participants expanded by 48.1%.
- Number of exhibitions increased by 3 year-on-year, with number of attendees rising by 18.2%. Number of incentives dropped by 11 year-on-year, while that of participants soared by 205.3%.

Principal Indicators

	Current Quarter	Same Quarter Last Year	Change
MICE Events (No.)	328	366	-38
No. of Participants and Attendees ('000)	278	222	25.2 %
Average Duration (day)	1.6	1.8	-0.2
Meetings & Conferences (No.)	314	344	-30
No. of Participants ('000)	71	54	31.5 %
Average Duration (day)	1.5	1.7	-0.2
Of which: 4 hours or more	224	247	-23
No. of Participants ('000)	65	44	48.1 %
Average Duration (day)	1.9	2.1	-0.2
Exhibitions (No.)	10	7	3
No. of Attendees ('000)	193	163	18.2 %
Average Duration (day)	3.6	3.0	0.6
Incentives (No.)	4	15	-11
No. of Participants ('000)	14	4	205.3 %
Average Duration (day)	2.6	3.3	-0.7

Types of Events

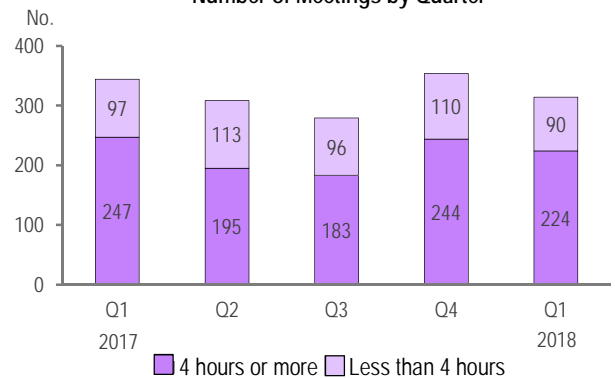


Meetings & Conferences

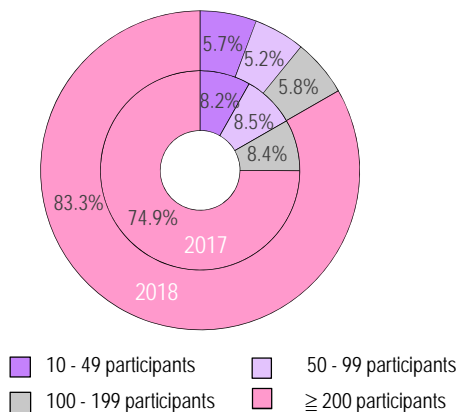
- Analysed by number of participants, meetings & conferences with 10 to 49 participants dropped by 21 year-on-year to 165 (52.5% of total), and number of participants dropped by 8.3% to 4,075 (5.7% of total).

Meetings & conferences with 200 participants or more rose by 9 year-on-year to 63 (20.1% of total); the corresponding number of participants grew by 46.3% to 59,000 (83.3% of total), bringing the total number of participants up by 31.5%.

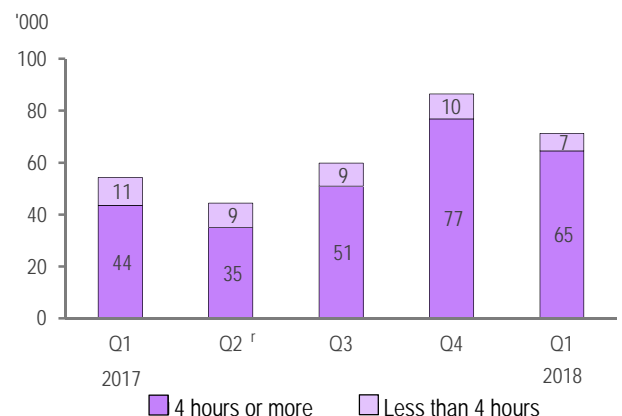
Number of Meetings by Quarter



Meeting Participants by Size of Meeting & Conference



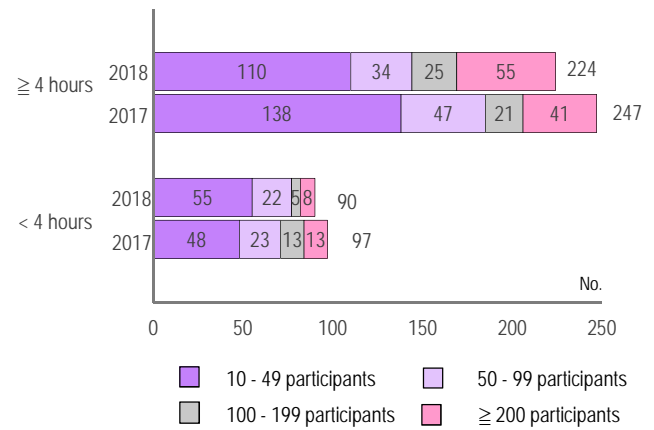
Number of Meeting Participants by Quarter



Meetings & Conferences by Duration and Size

- In terms of duration of event, meetings & conferences of 4 hours or more decreased by 23 year-on-year to 224, of which those with 10 to 99 participants went down by 41; meanwhile, number of participants rose by 48.1% to 65,000, with those attending meetings & conferences with 200 participants or more surging by 63.9%.

Meetings & conferences of less than 4 hours dropped by 7 year-on-year to 90, and number of participants decreased by 36.6% to 6,745.



- Total floor area used for meetings & conferences in the first quarter reached 551,000 m², up substantially by 104.2% year-on-year; meetings & conferences of 4 hours or more occupied a total floor area of 527,000 m² (95.6% of total), an upsurge of 121.8%.

Meetings & conferences with a floor area of less than 500 m² decreased by 36 year-on-year to 222; total floor area used for these meetings & conferences fell by 20.1% to 39,000 m².

Meetings & conferences with a floor area of 1,000 m² or more increased by 9 year-on-year to 54, and total floor area used surged by 151.3% to 486,000 m², of which 98.8% was occupied by meetings & conferences of 4 hours or more.

Meetings & Conferences by Duration and Floor Area Used

	Meetings & Conferences (No.)	Difference	Total floor area used ('000 m ²)	Change (%)
Total	314	-30	551	104.2
< 500 m ²	222	-36	39	-20.1
500 - 999	38	-3	26	-6.4
≥ 1 000	54	9	486	151.3
4 hours or more	224	-23	527	121.8
< 500 m ²	143	-29	25	-18.8
500 - 999	31	-2	21	-10.7
≥ 1 000	50	8	480	162.7
Less than 4 hours	90	-7	24	-24.7
< 500 m ²	79	-7	13	-22.5
500 - 999	7	-1	5	15.8
≥ 1 000	4	1	6	-45.9

Exhibitions

- All the 10 exhibitions in the first quarter were organised by non-government organisations, up by 3 year-on-year, and 6 of them were previously held in the same quarter of 2017. Total number of attendees rose by 18.2% to 193,000.

Total floor area used for exhibitions expanded by 65.3% year-on-year to 23,000 m²; their average duration was 3.6 days, up by 0.6 day.

Number of Exhibitions and Attendees



Exhibitions by Number of Attendees

	Exhibitions (No.)	Difference	No. of Attendees ('000)	Change (%)
< 20 000 attendees	6	3	24	74.6
≥ 20 000 attendees	4	-	168	12.9

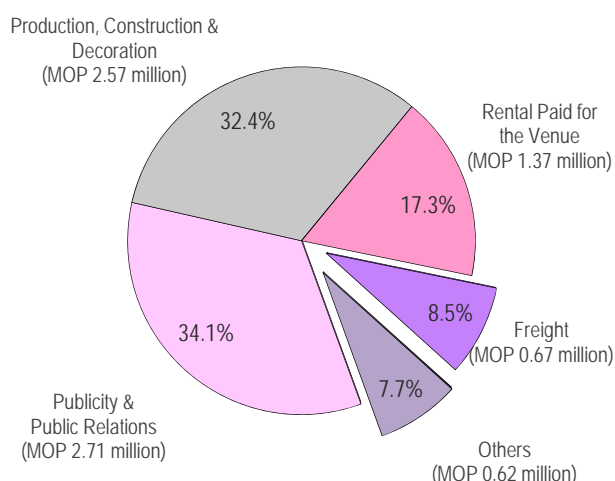
- Analysed by number of attendees, exhibitions with less than 20,000 attendees increased by 3 year-on-year to 6, and number of attendees grew remarkably by 74.6% to 24,000.

Number of exhibitions with 20,000 attendees or more stayed at 4, while number of attendees rose by 12.9% to 168,000, constituting 87.3% of the total.

Main Items of Receipts and Expenditure of Interviewed Exhibition Organisers

	'000 MOP	
	Current Quarter	Same Quarter Last Year ^r
No. of Organisers	10	7
Receipts	7 317	5 476
Of which:		
Rental of Exhibition Booths	5 709	4 340
Financial Support from Government or Other Organisations	1 601	1 136
Expenditure	7 948	5 598
Of which:		
Production, Construction & Decoration	2 575	1 742
Publicity & Public Relations	2 711	1 883
Rental Paid for the Venue	1 372	1 161
Freight	673	401
Accommodation, Food & Beverages	142	86

Structure of Expenditure for Exhibitions



Receipts and Expenditure of Interviewed Exhibition Organizers

- In accordance with the information collected from the exhibition organisers, receipts of the 10 exhibitions amounted to MOP 7.32 million, of which rental receipts of exhibition booths predominated at 78.0%, followed by financial support from the government or other organisations (21.9%). Expenditure totalled MOP 7.95 million, which was mainly incurred on publicity & public relations and production, construction & decoration, taking up 34.1% and 32.4% respectively of the total.

- By deducting the expenditure from the receipts, the exhibitions recorded a deficit of MOP 0.63 million in the first quarter, which is bigger than the deficit (MOP 0.12 million) in the same quarter last year. Meanwhile, in order to analyse the marketisation of the exhibition industry, after the financial support from the government and other organisations (MOP 1.60 million) as well as expenditure of the exhibitions were deducted from the receipts, a deficit of MOP 2.23 million was registered, higher than the MOP 1.26 million deficit in the same quarter of 2017.

Booths, Exhibitors and Professional Visitors of Exhibitions

	No.	
	Current Quarter	Same Quarter Last Year
Booths	612	512
Exhibitors	349	267
of which:		
Mainland China	2	3
Hong Kong	84	52
Macao	245	200
Professional Visitors	8 208	5 833
of which:		
Mainland China	952	800
Hong Kong	1 396	1 140
Macao	5 860	3 893

Exhibitors and Professional Visitors of Exhibitions

- The 10 exhibitions in the first quarter had a total of 612 booths. Number of exhibitors and professional visitors totalled 349 and 8,208 respectively.

Exhibitors were mainly from Macao, accounting for 70.2% of the total. With respect to professional visitors, 71.4% of them were from Macao, 11.6% were from Mainland China and 17.0% were from Hong Kong.

Receipts and Expenditure of Interviewed Exhibitors

- Information from 260 interviewed exhibitors in the first quarter indicated that 96.4% of their receipts were generated from sales of products.
- As regards expenditure, rental paid for exhibition booths and booth decoration & construction accounted for 62.3% and 18.2% of the total respectively.

Structure of Receipts and Expenditure of Interviewed Exhibitors

	%	
	Current Quarter	Same Quarter Last Year
Receipts	100.0	100.0
Sales of Products	96.4	97.7
Financial Support from Government or Other Organisations and Others	3.6	2.3
Expenditure	100.0	100.0
Rental Paid for Exhibition Booth	62.3	65.2
Booth Decoration & Construction	18.2	19.4
Publicity & Public Relations	8.5	5.8
Freight and Others	11.0	9.6

Comments from Interviewed Exhibitors

	Proportion of exhibitors using the services	Satisfied	Quarter-to-quarter ^r (p.p.)	Fair	Quarter-to-quarter ^r (p.p.)	Improvement Needed	Quarter-to-quarter ^r (p.p.)	No Comment	Quarter-to-quarter ^r (p.p.)	%
Planning & Organisation of Exhibition										
Arrangements	99.2	66.7	-3.2	27.9	2.6	3.9	0.8	1.5	-0.2	
Hospitality	95.4	67.7	-3.0	27.8	3.2	1.2	0.7	3.3	-0.8	
Promotion	99.6	60.2	4.9	22.8	-2.7	14.7	-0.2	2.3	-2.0	
Venue										
Facilities	100.0	68.1	-3.3	26.5	4.1	4.6	-1.2	0.8	0.3	
Management	100.0	72.7	-4.2	23.5	3.3	3.5	1.6	0.3	-0.7	
Ease of Access	100.0	69.6	-3.5	23.8	5.5	5.4	-1.8	1.2	-0.2	
Venue Staff										
Professionalism	98.1	74.5	-3.9	20.8	5.6	1.6	0.4	3.1	-2.0	
Language Skills	97.3	77.1	-1.8	19.0	4.8	0.4	-1.1	3.5	-1.9	
Work Efficiency & Attitude	97.7	74.4	-3.4	19.7	3.9	2.4	0.7	3.5	-1.2	
Services Rendered by Local Companies										
Services	59.2	76.0	-1.8	16.9	-2.0	0.6	0.1	6.5	3.8	
Arrangements	59.2	79.9	2.1	15.6	-3.3	1.3	1.3	3.2	0 [#]	

Comments from Interviewed Exhibitors

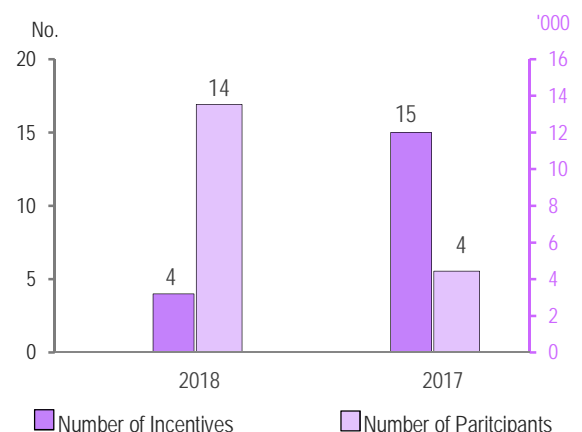
- Among the interviewed exhibitors who had used services rendered by local companies, the proportion of those who were satisfied with the arrangements of the companies was relatively high, up by 2.1 percentage points quarter-to-quarter to 79.9%, while the proportion of those who were satisfied with the services of the companies fell by 1.8 percentage points to 76.0%.
- On the other hand, more than 70% of the interviewed exhibitors complimented on the language skills (77.1%), professionalism (74.5%) and work efficiency & attitude (74.4%) of venue staff, down by 1.8 percentage points, 3.9 percentage points and 3.4 percentages points respectively quarter-to-quarter.
- As regards the venue, the shares of exhibitors who showed satisfaction with the management (72.7%), ease of access (69.6%) and facilities (68.1%) of the venue dropped by 4.2 percentage points, 3.5 percentage points and 3.3 percentage points respectively quarter-to-quarter.
- The proportion of interviewed exhibitors who were satisfied with the promotion of the exhibition (60.2%) was the lowest among all rated aspects, despite an increase of 4.9 percentage points quarter-to-quarter; meanwhile, 14.7% of the exhibitors required improvement on promotion, down slightly by 0.2 percentage points.

Incentives

- Number of incentives held in the first quarter dropped by 11 year-on-year to 4, whereas number of participants soared by 205.3% to 14,000.

Average duration of the incentives was 2.6 days, down by 0.7 day year-on-year; total floor area used jumped by 704.7% to 127,000 m².

Number of Incentives and Participants



Historical Data for 1st Quarter

	2013	2014	2015	2016	2017
No. of MICE Events	229	275	293	310	366
Meetings & Conferences	216	262	277	294	344
Of which: 4 hours or more	166	196	196	181	247
Exhibitions	13	13	10	4	7
Incentives	~	~	6	12	15
Participants and Attendees ('000)	203	304	257	137	222
Meeting Participants	29	40	25	26	54
Of which: 4 hours or more	25	32	19	14	44
Exhibition Attendees	175	264	230	110	163
Incentive Participants	~	~	2	2	4
Average Duration of Events (day)	2.1	2.0	1.7	1.4	1.8
Average Duration of Meetings	2.1	2.0	1.7	1.4	1.7
Of which: 4 hours or more	2.6	2.5	2.1	2.0	2.1
Average Duration of Exhibitions	2.7	2.8	3.1	2.8	3.0
Average Duration of Incentives	~	~	3.3	1.8	3.3
Total Floor Area Used ('000 m ²)	161	223	149	122	300
Meetings & Conferences	124	176	96	101	270
Of which: 4 hours or more	111	158	78	66	237
Exhibitions	36	47	48	10	14
Incentives	~	~	4	11	16

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 Meeting¹: 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 Meeting¹: 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 Exhibition¹ 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.

Note 1: References are made to the "Global Meetings Initiative / volume1" and "Measuring the Economic Importance of the Meetings Industry - Developing a Tourism Satellite Account Extension " of the United Nations World Tourism Organization (UNWTO).

Symbols:

r	Revised figures
~	No figure provided
%	Percentage
-	Absolute value equals zero
0 [#]	Magnitude less than half of the unit employed

'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>

