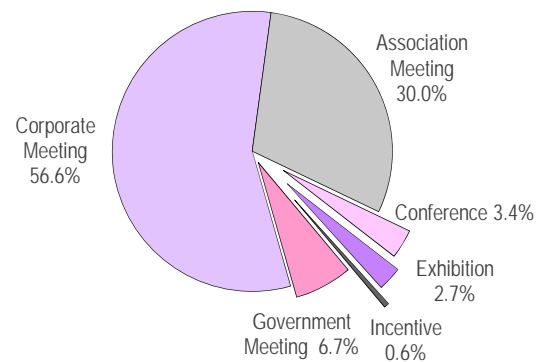


- A total of 327 MICE events were held, including 316 meetings & conferences, 9 exhibitions and 2 incentives. Total number of participants and attendees was 411,000. In the first half year of 2018, there were 655 MICE events with number of participants and attendees reaching 689,000.
- Number of meetings & conferences rose by 8 year-on-year. Number of participants surged by 121.0%, attributable to an increase in meetings & conferences with 200 participants or more. Meetings & conferences of 4 hours or more went up by 25, with number of participants soaring by 158.6%. In the first half year, meetings & conferences decreased by 22 year-on-year whereas number of participants expanded by 71.8%.
- Number of exhibitions fell by 2 year-on-year, with number of attendees decreasing by 12.4%. In the first half year, number of exhibitions went up by 1 year-on-year; however, number of attendees dropped by 2.7%.
- Number of incentives decreased by 12 year-on-year and number of participants dropped by 37.9%. In the first half year, number of incentives went down by 23 year-on-year, while number of participants rose by 44.4%.

### Principal Indicators

	Current Quarter	Change	First Half Year	Change
MICE Events (No.)	327	-6	655	-44
No. of Participants and Attendees ('000)	411	1.7 %	689	10.0 %
Average Duration (day)	1.5	-0.1	1.6	-0.1
Meetings & Conferences (No.)	316	8	630	-22
No. of Participants ('000)	98	121.0 %	169	71.8 %
Average Duration (day)	1.4	-	1.5	-0.1
Of which: 4 hours or more	220	25	444	2
No. of Participants ('000)	90	158.6 %	155	97.2 %
Average Duration (day)	1.8	-0.2	1.9	-0.2
Exhibitions (No.)	9	-2	19	1
No. of Attendees ('000)	308	-12.4 %	501	-2.7 %
Average Duration (day)	3.8	-	3.7	0.2
Incentives (No.)	2	-12	6	-23
No. of Participants ('000)	5	-37.9 %	19	44.4 %
Average Duration (day)	3.8	0.7	3.0	-0.2

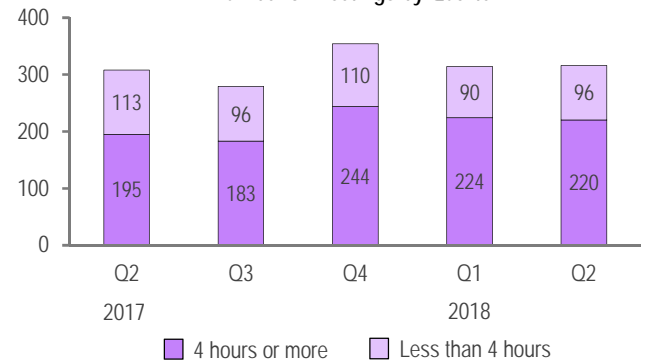
### Types of Events



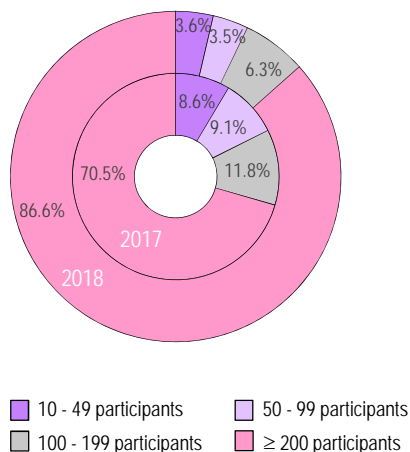
### Meetings & Conferences

- Analysed by number of participants, meetings & conferences with 10 to 49 participants totalled 148 (46.8% of total) and number of participants decreased by 5.8% to 3,574 (3.6% of total). Meetings & conferences with 200 participants or more totalled 69 (21.8%), with number of participants soaring by 171.3% to 85,000 (86.6%).

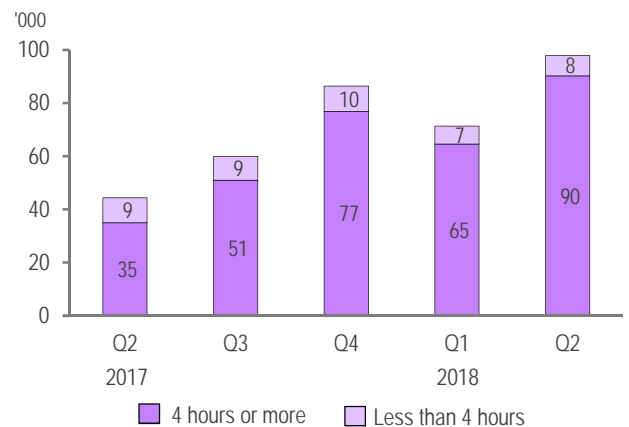
### Number of Meetings by Quarter



### Meeting Participants by Size of Meeting & Conference



### Number of Meeting Participants by Quarter

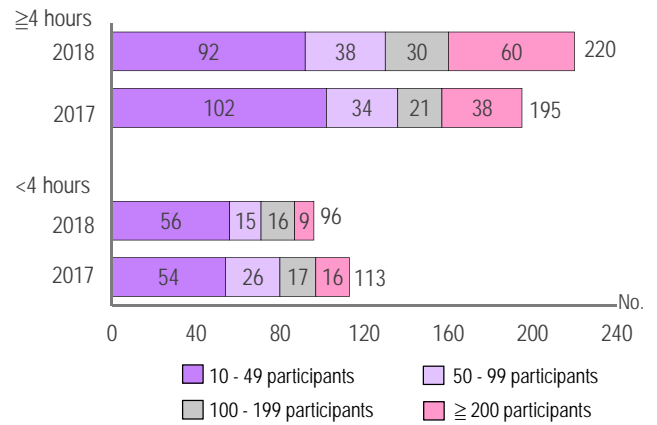


- In terms of duration of event, meetings & conferences of 4 hours or more went up by 25 year-on-year to 220, with number of participants surging by 158.6% to 90,000. In addition, those meetings & conferences with 200 participants or more (60) increased by 22, and number of participants soared by 200.1% to 82,000.

Meetings & conferences of less than 4 hours decreased by 17 year-on-year to 96, with number of participants dropping by 18.1% to 7,713.

- In the first half year of 2018, number of meetings & conferences went down by 22 year-on-year to 630, whereas number of participants expanded by 71.8% to 169,000; meetings & conferences of 4 hours or more totalled 444 (+2), and number of participants was 155,000 (+97.2%).

Meetings & Conferences by Duration and Size



Meetings & Conferences by Duration and Floor Area Used

	Meetings & Conferences (No.)		Total Floor Area Used ('000 m <sup>2</sup> )	
	Current Quarter	First Half Year	Current Quarter	First Half Year
Total	316	630	449	1 000
< 500 m <sup>2</sup>	214	436	38	76
500 - 999	47	85	31	58
≥ 1 000	55	109	380	866
4 hours or more	220	444	423	950
< 500 m <sup>2</sup>	134	277	25	51
500 - 999	34	65	23	44
≥ 1 000	52	102	375	855
Less than 4 hours	96	186	26	50
< 500 m <sup>2</sup>	80	159	12	26
500 - 999	13	20	8	14
≥ 1 000	3	7	5	11

- Total floor area used for meetings & conferences in the second quarter increased by 32.7% year-on-year to 449,000 m<sup>2</sup>; meetings & conferences of 4 hours or more occupied a total floor area of 423,000 m<sup>2</sup> (94.3% of total), up by 37.1%.

Meetings & conferences with a floor area of less than 500 m<sup>2</sup> decreased by 16 year-on-year to 214, and total floor area used dropped by 9.4% to 38,000 m<sup>2</sup>.

Meetings & conferences with a floor area of 1,000 m<sup>2</sup> or more increased by 26 year-on-year to 55, and total floor area used rose by 43.6% to 380,000 m<sup>2</sup>, of which 98.7% was occupied by meetings & conferences of 4 hours or more.

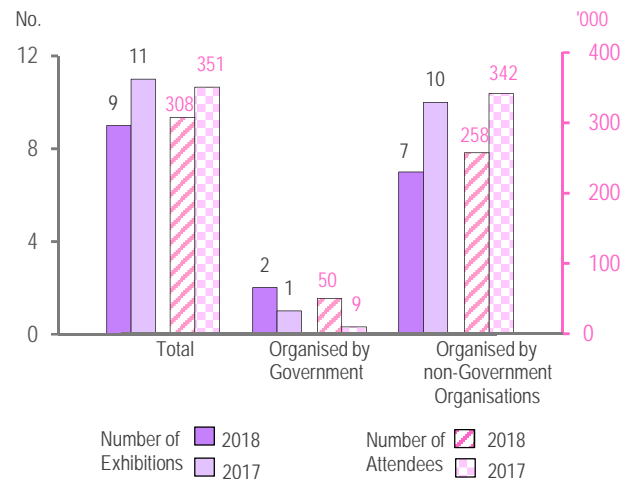
- Total floor area used for meetings & conferences in the first half year expanded by 64.4% year-on-year to 1,000,000 m<sup>2</sup>; meetings & conferences occupying a floor area of 1,000 m<sup>2</sup> or more went up by 35 year-on-year to 109, and total floor area used surged by 89.0% to 866,000 m<sup>2</sup>.

## Exhibitions

- The 9 exhibitions in the second quarter had been previously held in Macao, and 7 of them were organised by non-government organisations. Number of attendees (308,000) and total floor area used (81,000 m<sup>2</sup>) dropped by 12.4% and 3.3% respectively year-on-year. The average duration of the exhibitions held stable year-on-year, at 3.8 days.

Number of exhibitions organised by non-government organisations decreased by 3 year-on-year, and number of attendees fell by 24.7% to 258,000. Exhibitions organised by the government increased by 1 year-on-year, with number of attendees leaping by 437.5% to 50,000.

Number of Exhibitions and Attendees



Exhibitions by Organisers

	Exhibitions (No.)		No. of Attendees ('000)		Total Floor Area Used ('000 m <sup>2</sup> )	
	Current Quarter	First Half Year	Current Quarter	First Half Year	Current Quarter	First Half Year
Total	9	19	308	501	81	104
Organised by the Government	2	2	50	50	28	28
Organised by Non-Government Organisations	7	17	258	450	53	76

- In the first half year, number of exhibitions went up by 1 year-on-year to 19, while number of attendees dropped by 2.7% to 501,000; total floor area used rose by 6.6% to 104,000 m<sup>2</sup>. Number of exhibitions organised by non-government organisations remained at 17, whereas number of attendees (450,000) and total floor area used (76,000 m<sup>2</sup>) decreased by 10.8% and 5.6% respectively.

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

	Current Quarter			First Half Year
	Total	Organised by Government	Organised by non-Government Organisations	
No. of Exhibitions	9	2	7	19
<b>Receipts</b>	82 657	4 056	78 601	89 974
Of which:				
Rental Receipts of Exhibition Booths	75 485	3 806	71 679	81 194
Financial Support from Government and Other Organisations	2 422	250	2 172	4 024
<b>Expenditure</b>	69 642	46 638	23 004	77 590
Of which:				
Production, Construction & Decoration	13 545	7 946	5 598	16 119
Publicity & Public Relations	14 841	11 842	2 999	17 552
Rental Paid for the Venue	8 825	3 022	5 803	10 197
Accommodation, Food & Beverages	13 131	9 819	3 312	13 273

## Receipts and Expenditure of Interviewed Exhibition Organisers

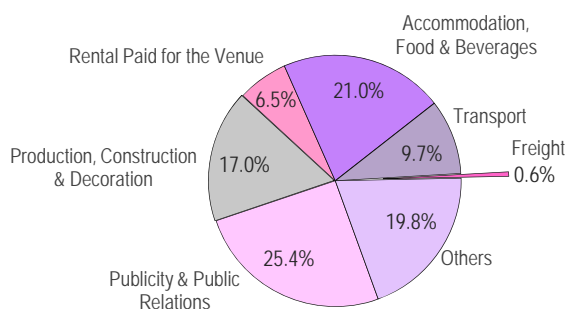
- According to the information provided by the 9 exhibition organisers in the second quarter, receipts of the exhibitions amounted to MOP 82.66 million, with 91.3% coming from rental of exhibition booths (MOP 75.49 million). Expenditure totalled MOP 69.64 million, which was mainly incurred on publicity & public relations (MOP 14.84 million) and production, construction & decoration (MOP 13.55 million), accounting for 21.3% and 19.4% respectively of the total.

Receipts and expenditure of the 7 exhibitions organised by non-government organisations totalled MOP 78.60 million and MOP 23.00 million respectively. Rental of exhibition booths took up 91.2% of the receipts, and financial support from the government and other organisations accounted for 2.8%, down by 1.1 percentage points from the 3.9% in the second quarter of 2017. Expenditure was mainly spent on rental paid for the venue (25.2% of total) and production, construction & decoration (24.3%).

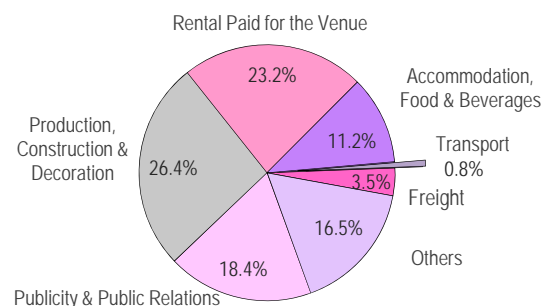
Receipts of the 2 exhibitions organised by the government amounted to MOP 4.06 million, of which 93.8% were rental receipts of exhibition booths. Expenditure totalled MOP 46.64 million, which was mostly spent on publicity & public relations (25.4% of total).

### Structure of Expenditure for Exhibitions in First Half Year

#### Exhibitions Organised by the Government



#### Exhibitions Organised by Non-Government Organisations



- In accordance with the information collected from the 19 exhibition organisers in the first half year of 2018, receipts and expenditure of the exhibitions amounted to MOP 89.97 million and MOP 77.59 million respectively. The receipts were primarily generated from rental of exhibition booths (MOP 81.19 million) and most of the expenditure was spent on publicity & public relations (MOP 17.55 million) and production, construction & decoration (MOP 16.12 million).

- Exhibitions organised by non-government organisations totalled 17 and the receipts amounted to MOP 85.92 million. After deducting the expenditure (MOP 30.95 million) and financial support from the government and other organisations (MOP 3.77 million) from the receipts, these exhibitions recorded net receipts of MOP 51.19 million, an increase from the first half year of 2017 (MOP 38.55 million).

## Booths, Exhibitors and Professional Visitors of Exhibitions

	Exhibitions for Current Quarter			No. Exhibitions for First Half Year
	Total	Organised by Government	Organised by non-Government Organisations	
Booths	3 469	1 238	2 231	4 081
Exhibitors	1 525	916	609	1 874
Of which:				
Mainland China	519	462	57	521
Hong Kong	312	49	263	396
Macao	392	258	134	637
Professional Visitors	18 587	8 164	10 423	26 795
Of which:				
Mainland China	3 821	1 891	1 930	4 773
Hong Kong	1 168	439	729	2 564
Macao	4 581	1 853	2 728	10 441

## Exhibitors and Professional Visitors of Exhibitions

- The 9 exhibitions in the second quarter had a total of 3,469 booths. Exhibitors totalled 1,525, with 34.0% coming from Mainland China, 25.7% from Macao and 20.5% from Hong Kong. Professional visitors totalled 19,000, and 20.6% of them came from Mainland China and 24.6% from Macao.

Regarding the exhibitions organised by non-government organisations, 43.2% of the exhibitors were from Hong Kong; professional visitors were mainly from Macao, taking up 26.2% of the total.

- In the first half year, exhibitors and professional visitors totalled 1,874 and 27,000 respectively; most of them were from Macao, accounting for 34.0% and 39.0% of the respective total. A total of 958 exhibitors and 19,000 professional visitors participated in the exhibitions organised by non-government organisations.

## Structure of Receipts and Expenditure of Interviewed Exhibitors

	Current Quarter	Same Quarter Last Year	First Half Year of 2018	First Half Year of 2017
Receipts	100.0	100.0	100.0	100.0
Sales of Products	98.4	99.1	98.0	98.7
Financial Support from Government & Other Organisations and Others	1.6	0.9	2.0	1.3
Expenditure	100.0	100.0	100.0	100.0
Rental Paid for Exhibition Booth	54.2	53.5	55.4	55.8
Booth Decoration & Construction	31.1	28.7	29.3	26.9
Publicity & Public Relations	5.2	5.7	5.7	5.7
Freight and Others	9.5	12.1	9.6	11.6

## Receipts and Expenditure of Interviewed Exhibitors

- Information from 541 interviewed exhibitors in the second quarter indicated that 98.4% of their receipts were generated from sales of products, while rental paid for exhibition booths constituted 54.2% of their expenditure.
- Information collected from the 801 exhibitors in the first half year indicated that the majority of their receipts came from sales of products (98.0% of total), whereas their expenditure was mainly incurred on rental paid for exhibition booths (55.4% of total) and booth decoration & construction (29.3%).

## 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	75.8	9.1	17.7	-10.2	4.3	0.4	2.2	0.7
Hospitality	96.3	79.5	11.8	16.9	-10.9	2.3	1.1	1.3	-2.0
Promotion	97.8	65.4	5.2	20.2	-2.6	13.4	-1.3	1.0	-1.3
Venue									
Facilities	100.0	73.4	5.3	16.5	-10.0	9.6	5.0	0.5	-0.3
Management	100.0	82.1	9.4	14.0	-9.5	2.6	-0.9	1.3	1.0
Ease of Access	100.0	79.7	10.1	15.0	-8.8	4.3	-1.1	1.0	-0.2
Venue Staff									
Professionalism	98.7	83.0	8.5	11.0	-9.8	1.3	-0.3	4.7	1.6
Language Skills	98.2	82.1	5.0	11.9	-7.1	0.9	0.5	5.1	1.6
Work Efficiency & Attitude	98.5	82.7	8.3	10.1	-9.6	2.3	-0.1	4.9	1.4
Services Rendered by Local Companies									
Services	40.3	83.0	7.0	12.8	-4.1	2.3	1.7	1.9	-4.6
Arrangements	40.1	80.6	0.7	15.2	-0.4	2.3	1.0	1.9	-1.3

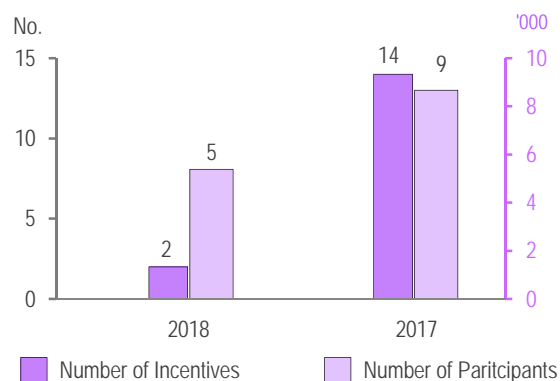
## Comments from Interviewed Exhibitors

- Satisfaction of the interviewed exhibitors towards various facilities and services increased quarter-to-quarter; over 80.0% of the exhibitors complimented on the professionalism (83.0%), work efficiency & attitude (82.7%) and language skills (82.1%) of venue staff, up by 8.5 percentage points, 8.3 percentage points and 5.0 percentages points respectively.
- Among the exhibitors who had used services rendered by local companies, 83.0% of the exhibitors were satisfied with the services and 80.6% were gratified with the arrangements of the companies, up by 7.0 percentage points and 0.7 percentage points respectively quarter-to-quarter.
- As regards the venue, the proportion of interviewed exhibitors who were satisfied with the venue management (82.1%) was relatively high, up by 9.4 percentages points quarter-to-quarter. Meanwhile, the shares of exhibitors who complimented on the ease of access (79.7%) and facilities (73.4%) of the venue grew by 10.1 percentage points and 5.3 percentage points respectively.
- Among all rated aspects, the proportion of exhibitors who were satisfied with the promotion of exhibitions was the lowest, at merely 65.4%, despite an increase of 5.2 percentage points quarter-to-quarter; 13.4% of the exhibitors considered that improvement on promotion was needed, down by 1.3 percentage points.

## Incentives

- There were 2 incentives held in the second quarter, with 5,380 participants. The average duration of these events increased by 0.7 day year-on-year to 3.8 days, and total floor area used rose by 9.1% to 24,000 m<sup>2</sup>.
- A total of 6 incentives were held in the first half year, down by 23 year-on-year. Number of participants rose by 44.4% to 19,000. Total floor area used was 151,000 m<sup>2</sup>, up substantially by 299.3%; the average duration of these events decreased by 0.2 day to 3.0 days.

## Number of Incentives and Participants



## Historical Data for 2<sup>nd</sup> Quarter

	2013	2014	2015	2016	2017
No. of MICE Events	225	225	320	318	333
Meetings & Conferences	217	207	299	292	308
Of which: 4 hours or more	169	152	213	184	195
Exhibitions	8	18	16	18	11
Incentives	~	~	5	8	14
Participants and Attendees ('000)	218	522	413	468	404
Meeting Participants	24	22	29	36	44
Of which: 4 hours or more	20	17	22	26	35
Exhibition Attendees	194	500	384	408	351
Incentive Participants	~	~	1	23	9
Average Duration of Events (day)	1.9	1.9	1.8	1.5	1.6
Average Duration of Meetings & Conferences	1.8	1.8	1.7	1.4	1.4
Of which: 4 hours or more	2.2	2.3	2.1	1.9	2.0
Average Duration of Exhibitions	3.9	3.3	3.2	3.4	3.8
Average Duration of Incentives	~	~	2.9	2.0	3.1
Total Floor Area Used ('000 m <sup>2</sup> )	112	145	179	377	444
Meetings & Conferences	80	78	110	157	339
Of which: 4 hours or more	66	64	88	128	309
Exhibitions	32	67	67	86	84
Incentives	~	~	2	135	22

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<sup>1</sup>:** 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<sup>1</sup>:** 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<sup>1</sup>** 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 and abbreviations:

- Absolute value equals zero  
 ~ No figure provided  
 % Percentage  
 '000 Thousand

MOP Macao Pataca  
 p.p. Percentage point  
 m<sup>2</sup> Square metre  
 No. Number



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