

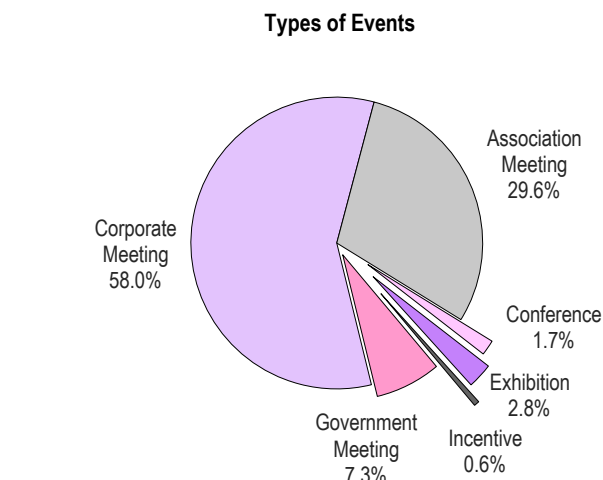
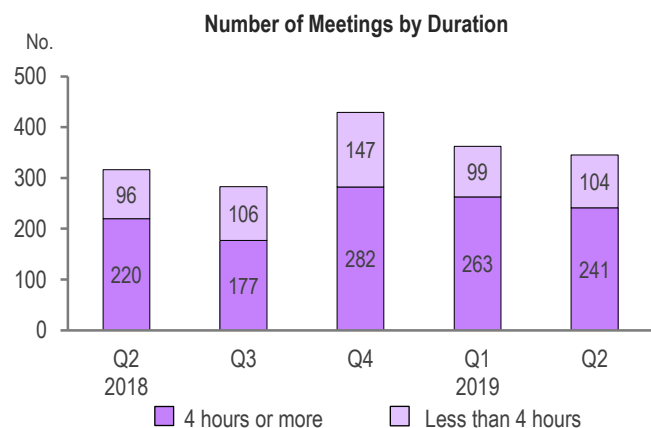
- A total of 357 MICE events were held in the second quarter, including 345 meetings & conferences, 10 exhibitions and 2 incentives. Total number of participants and attendees dropped by 13.6% year-on-year to 353,000. In the first half year of 2019, there were 734 MICE events, with a total of 685,000 participants and attendees.
- Number of meetings & conferences increased by 29 year-on-year; however, number of participants declined by 46.5% as a result of a 55.2% reduction in participants attending meetings & conferences with 200 participants or more. Meetings & conferences with a duration of 4 hours or more grew by 21, whereas number of participants tumbled by 52.6%. In the first half year, meetings & conferences increased by 77 year-on-year, while number of participants fell by 19.4%.
- Number of exhibitions went up by 1 year-on-year, whereas number of attendees decreased by 1.8%. In the first half year of 2019, number of exhibitions increased by 1 year-on-year, with number of attendees rising by 7.5%.
- Number of incentives remained at 2, yet number of participants declined notably by 80.1%. In the first half year, number of incentives rose by 1 year-on-year, while number of participants dropped by 24.9%.

Principal Indicators

| | Current Quarter | Change | First Half Year | Change |
|--|-----------------|---------|-----------------|----------------|
| MICE Events (No.) | 357 | 30 | 734 | 79 |
| No. of Participants and Attendees ('000) | 353 | -13.6 % | 685 | 0 [#] |
| Average Duration (day) | 1.5 | - | 1.5 | -0.1 |
| Meetings & Conferences (No.) | 345 | 29 | 707 | 77 |
| No. of Participants ('000) | 53 | -46.5 % | 137 | -19.4 % |
| Average Duration (day) | 1.4 | - | 1.5 | - |
| Of which: 4 hours or more | 241 | 21 | 504 | 59 |
| No. of Participants ('000) | 43 | -52.6 % | 117 | -25.1 % |
| Average Duration (day) | 1.9 | 0.1 | 1.9 | - |
| Exhibitions (No.) | 10 | 1 | 20 | 1 |
| No. of Attendees ('000) | 299 | -1.8 % | 534 | 7.5 % |
| Average Duration (day) | 3.0 | -0.8 | 3.3 | -0.4 |
| Incentives (No.) | 2 | - | 7 | 1 |
| No. of Participants ('000) | 1 | -80.1 % | 14 | -24.9 % |
| Average Duration (day) | 6.0 | 2.2 | 3.8 | 0.8 |

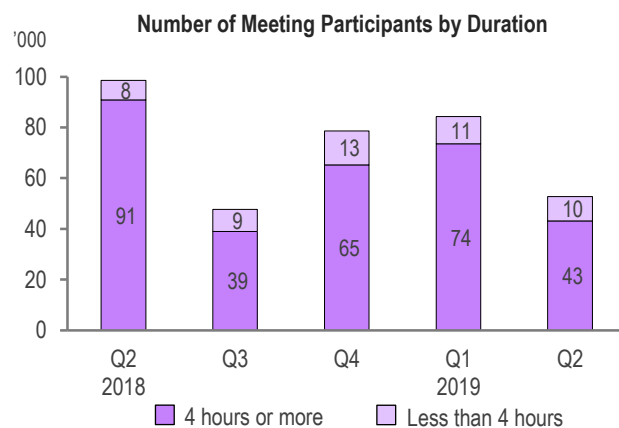
Meetings & Conferences

- Analysed by size of event, there were 230 meetings & conferences with less than 100 participants in the second quarter, an increase of 29 year-on-year, with number of participants rising by 26.6% to 8,868. Number of meetings & conferences with 200 participants or more grew by 2 to 70; however, participants of these meetings & conferences plunged by 55.2% to 38,000.



Meetings and Participants by Size of Meeting & Conference

| | Meetings & Conferences (No.) | | Participants (No.) | |
|----------------------|------------------------------|------------|--------------------|------------|
| | Current Quarter | Difference | Current Quarter | Change (%) |
| Total | 345 | 29 | 52 692 | -46.5 |
| 10 - 49 participants | 157 | 9 | 4 034 | 12.9 |
| 50 - 99 | 73 | 20 | 4 834 | 40.9 |
| 100 - 199 | 45 | -2 | 5 695 | -10.7 |
| ≥ 200 | 70 | 2 | 38 129 | -55.2 |



- In terms of duration of event, there were 241 meetings & conferences of 4 hours or more in the second quarter, an increase of 21 year-on-year; yet, number of participants declined by 52.6% to 43,000.

Meetings & conferences of less than 4 hours rose by 8 year-on-year to 104, with number of participants increasing by 24.6% to 9,609.

- In the first half year of 2019, there were 707 meetings & conferences, a growth of 77 year-on-year; however, number of participants dropped by 19.4% to 137,000. Meetings & conferences of 4 hours or more totalled 504, an increase of 59, while number of participants fell by 25.1% to 117,000.

Meetings & Conferences by Duration and Floor Area Used

| | Meetings & Conferences (No.) | | Total Floor Area Used ('000 m ²) | |
|----------------------|------------------------------|-----------------|--|-----------------|
| | Current Quarter | First Half Year | Current Quarter | First Half Year |
| Total | 345 | 707 | 212 | 492 |
| < 500 m ² | 245 | 508 | 47 | 95 |
| 500 - 999 | 58 | 102 | 38 | 69 |
| ≥ 1 000 | 42 | 97 | 127 | 328 |
| 4 hours or more | 241 | 504 | 179 | 426 |
| < 500 m ² | 162 | 345 | 31 | 65 |
| 500 - 999 | 42 | 72 | 28 | 50 |
| ≥ 1 000 | 37 | 87 | 120 | 311 |
| Less than 4 hours | 104 | 203 | 33 | 66 |
| < 500 m ² | 83 | 163 | 16 | 30 |
| 500 - 999 | 16 | 30 | 10 | 19 |
| ≥ 1 000 | 5 | 10 | 6 | 17 |

Exhibitions

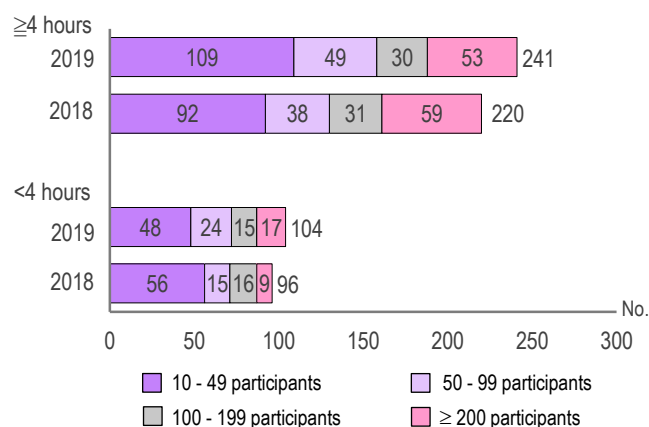
- Among the 10 exhibitions held in the second quarter of 2019, 7 of them were previously held in the same quarter last year. Attendees added up to 299,000 and the total floor area used was 78,000 m², down by 1.8% and 3.3% respectively year-on-year. The average duration of the exhibitions shortened by 0.8 day to 3.0 days.

Exhibitions organised by non-government organisations increased by 2 year-on-year to 9, with number of attendees rising by 2.4% to 264,000. Meanwhile, exhibitions organised by the government went down from 2 in the second quarter of 2018 to 1, and number of attendees totalled 35,000, a decrease of 24.6%.

Exhibitions by Type of Organiser

| | Exhibitions (No.) | | No. of Attendees ('000) | | Total Floor Area Used ('000 m ²) | |
|---|-------------------|-----------------|-------------------------|-----------------|--|-----------------|
| | Current Quarter | First Half Year | Current Quarter | First Half Year | Current Quarter | First Half Year |
| Total | 10 | 20 | 299 | 534 | 78 | 109 |
| Organised by Government | 1 | 2 | 35 | 44 | 22 | 35 |
| Organised by Non-Government Organisations | 9 | 18 | 264 | 490 | 56 | 74 |
| < 20 000 attendees | 5 | 8 | 26 | 42 | 42 | 47 |
| ≥ 20 000 | 4 | 10 | 238 | 448 | 14 | 27 |

Meetings & Conferences by Duration and Size



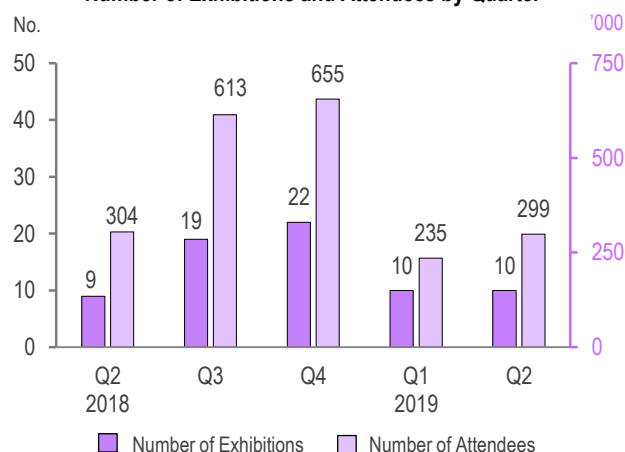
- Total floor area used for meetings & conferences reduced by 53.8% year-on-year to 212,000 m² in the second quarter, of which 179,000 m² (84.6% of total) was occupied by those with a duration of 4 hours or more.

Number of meetings & conferences with a floor area of less than 500 m² increased by 31 year-on-year to 245; the total floor area used amounted to 47,000 m², up by 23.8%.

There were 42 meetings & conferences occupying a floor area of 1,000 m² or more, a decrease of 13 year-on-year; the total floor area used tumbled by 67.5% to 127,000 m².

- Total floor area used for meetings & conferences in the first half year of 2019 declined by 53.0% year-on-year to 492,000 m²; meetings & conferences occupying a floor area of 1,000 m² or more totalled 97 (-12), and the total floor area used (328,000 m²) dropped remarkably by 64.1%.

Number of Exhibitions and Attendees by Quarter



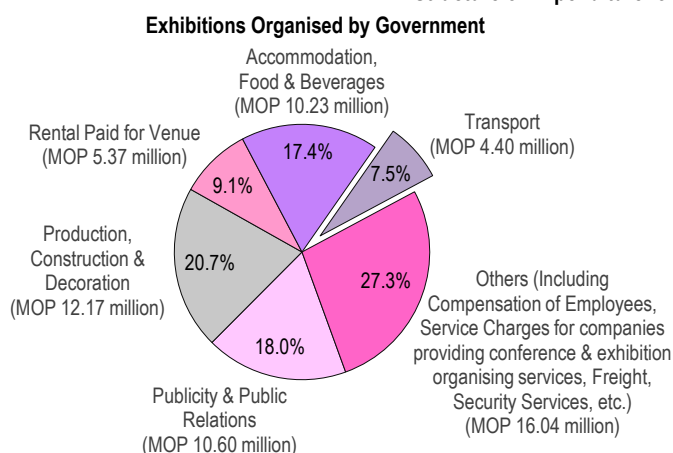
- The 20 exhibitions in the first half year of 2019 attracted 534,000 attendees, an increase of 7.5%; the total floor area used rose by 4.5% to 109,000 m².

Exhibitions organised by non-government organisations went up by 1 year-on-year to 18, and number of attendees increased by 8.8% to 490,000; yet, the total floor area used fell by 3.1% to 74,000 m². Number of exhibitions held by the government remained at 2, while number of attendees decreased by 4.8% to 44,000; the total floor area used rose by 25.4% to 35,000 m².

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 | 10 | 1 | 9 | 20 |
| Receipts ('000 MOP) | 74 474 | 2 950 | 71 524 | 83 891 |
| Of which: | | | | |
| Rental Receipts of Exhibition Booths | 66 935 | 2 700 | 64 235 | 74 828 |
| Financial Support from Government and Other Organisations | 2 202 | 250 | 1 952 | 3 725 |
| Expenditure | 57 749 | 32 484 | 25 265 | 91 849 |
| Of which: | | | | |
| Production, Construction & Decoration | 13 071 | 6 204 | 6 867 | 21 461 |
| Publicity & Public Relations | 8 327 | 4 913 | 3 414 | 16 575 |
| Rental Paid for the Venue | 9 373 | 3 190 | 6 183 | 12 795 |
| Accommodation, Food & Beverages | 7 284 | 4 359 | 2 925 | 13 372 |

Structure of Expenditure for Exhibitions in First Half Year



- In accordance with the information of the 20 exhibitions provided by the organisers in the first half year of 2019, receipts and expenditure of the exhibitions amounted to MOP 83.89 million and MOP 91.85 million respectively. The receipts were mainly yielded from rental of exhibition booths (MOP 74.83 million), whereas the expenditure was mainly incurred on production, construction & decoration (MOP 21.46 million) and publicity & public relations (MOP 16.58 million).

Booths, Exhibitors and Professional Visitors of Exhibitions

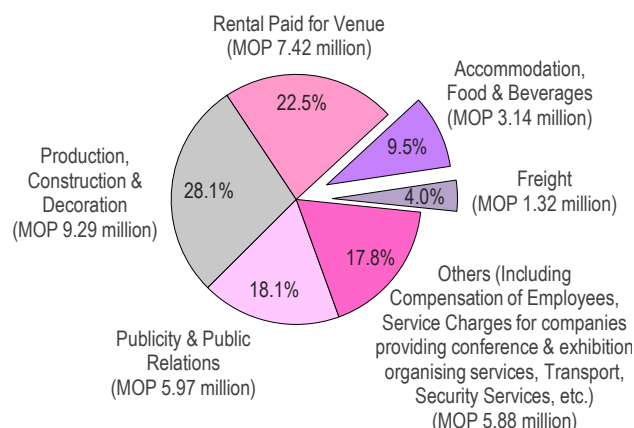
| | Current Quarter | | | First Half Year |
|-----------------------|-----------------|-------------------------|---|-----------------|
| | Total | Organised by Government | Organised by Non-Government Organisations | |
| Booths | 2 514 | 835 | 1 679 | 3 891 |
| Exhibitors | 1 166 | 452 | 714 | 2 141 |
| Of which: | | | | |
| Mainland China | 250 | 188 | 62 | 557 |
| Hong Kong | 311 | 8 | 303 | 500 |
| Macao | 249 | 63 | 186 | 657 |
| Professional Visitors | 12 490 | 1 148 | 11 342 | 16 465 |
| Of which: | | | | |
| Mainland China | 2 383 | 513 | 1 870 | 4 129 |
| Hong Kong | 990 | 112 | 878 | 1 449 |
| Macao | 3 110 | 201 | 2 909 | 4 716 |

Receipts and Expenditure of Interviewed Exhibition Organisers

- According to the information of the 10 exhibitions provided by the organisers in the second quarter, their receipts totalled MOP 74.47 million, which were generated primarily from rental of exhibition booths (MOP 66.94 million); their expenditure amounted to MOP 57.75 million, which was mainly incurred on production, construction & decoration (MOP 13.07 million), rental paid for the venue (MOP 9.37 million) and publicity & public relations (MOP 8.33 million).

Receipts of the 9 exhibitions held by non-government organisations amounted to MOP 71.52 million, of which 89.8% were generated from rental of exhibition booths. These exhibitions incurred MOP 25.26 million in expenditure, which was mostly spent on production, construction & decoration (27.2% of total) and rental paid for the venue (24.5%). After deducting the expenditure as well as financial support from the government and other organisations (MOP 1.95 million) from the receipts, these exhibitions recorded net receipts of MOP 44.31 million, which represented a less desirable performance as compared to the second quarter of 2018 (MOP 53.42 million).

Exhibitions Organised by Non-Government Organisations



- Receipts of the 18 exhibitions organised by non-government organisations totalled MOP 80.23 million. After deducting the expenditure (MOP 33.03 million) as well as financial support from the government and other organisations (MOP 3.48 million) from the receipts, these exhibitions recorded net receipts of MOP 43.73 million, a decrease was observed as compared to MOP 51.19 million in the first half year of 2018.

Exhibitors and Professional Visitors of Exhibitions

- A total of 1,166 exhibitors participated in the exhibitions in the second quarter; most of them came from mainland China (21.4%), Hong Kong (26.7%) and Macao (21.4%). Professional visitors totalled 12,000, with local visitors accounting for 24.9%.

There were 714 exhibitors who participated in the exhibitions organised by non-government organisations and 42.4% of them were from Hong Kong; meanwhile, number of professional visitors totalled 11,000, with 25.6% being local visitors.

- In the first half year of 2019, exhibitors and professional visitors totalled 2,141 and 16,000 respectively; local exhibitors and professional visitors accounted for 30.7% and 28.6%. Exhibitions held by non-government organisations registered 1,174 exhibitors and 12,000 professional visitors.

Structure of Receipts and Expenditure of Interviewed Exhibitors

| | % | | | |
|--|-----------------|------------------------|-------------------------|-------------------------|
| | Current Quarter | Same Quarter Last Year | First Half Year of 2019 | First Half Year of 2018 |
| Receipts | 100.0 | 100.0 | 100.0 | 100.0 |
| Sales of Products | 97.6 | 98.4 | 96.7 | 98.0 |
| Financial Support from Government & Other Organisations and Others | 2.4 | 1.6 | 3.3 | 2.0 |
| Expenditure | 100.0 | 100.0 | 100.0 | 100.0 |
| Rental Paid for Exhibition Booth | 54.4 | 54.2 | 55.1 | 55.4 |
| Booth Decoration & Construction | 33.8 | 31.1 | 32.5 | 29.3 |
| Publicity & Public Relations | 3.5 | 5.2 | 3.8 | 5.7 |
| Freight and Others | 8.3 | 9.5 | 8.6 | 9.6 |

Structure of Receipts and Expenditure of Interviewed Exhibitors

- Information provided by the 628 interviewed exhibitors in the second quarter indicated that sales of products constituted 97.6% of their receipts, whereas rental paid for exhibitions booths took up 54.4% of their expenditure.
- According to the information collected from the 1,186 exhibitors in the first half year of 2019, the majority of their receipts were generated from sales of products (96.7% of total), while their expenditure was mainly spent on rental paid for exhibition booths (55.1% of total) and booth decoration & construction (32.5%).

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.) |
|--------------------------------------|---|-----------|---------------------------|------|---------------------------|--------------------|---------------------------|------------|---------------------------|
| Exhibition Organiser | | | | | | | | | |
| Organisation of Event | 99.4 | 79.8 | 3.9 | 15.2 | -4.9 | 4.0 | 1.5 | 1.0 | -0.5 |
| Hospitality | 97.5 | 79.6 | 1.8 | 15.7 | -2.6 | 2.5 | 0.1 | 2.2 | 0.7 |
| Promotion | 99.4 | 67.8 | 1.1 | 17.8 | -1.1 | 11.9 | 0.6 | 2.5 | -0.6 |
| Venue | | | | | | | | | |
| Facilities | 100.0 | 76.0 | -2.0 | 15.1 | -0.3 | 8.8 | 2.9 | 0.1 | -0.6 |
| Management | 100.0 | 80.6 | -0.4 | 14.8 | -0.6 | 3.2 | 0.3 | 1.4 | 0.7 |
| Ease of Access | 100.0 | 77.9 | 0.3 | 15.4 | -1.1 | 5.6 | 0.4 | 1.1 | 0.4 |
| Venue Staff | | | | | | | | | |
| Professionalism | 97.8 | 86.8 | 5.5 | 10.1 | -3.7 | 1.3 | 0.4 | 1.8 | -2.2 |
| Language Skills | 97.9 | 86.5 | 3.1 | 10.1 | -1.9 | 1.6 | 0.9 | 1.8 | -2.1 |
| Work Efficiency & Attitude | 98.1 | 85.9 | 4.6 | 11.4 | -1.8 | 1.0 | -1.5 | 1.7 | -1.3 |
| Services Rendered by Local Companies | | | | | | | | | |
| Services | 46.5 | 82.5 | -2.5 | 9.9 | 1.7 | 1.7 | 1.0 | 5.9 | -0.2 |
| Arrangements | 46.5 | 83.2 | -1.1 | 9.9 | 1.3 | 0.7 | - | 6.2 | -0.2 |

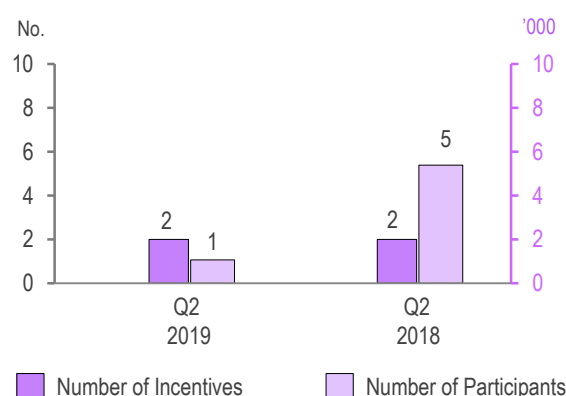
Comments from Interviewed Exhibitors

- Regarding comments from the interviewed exhibitors in the second quarter, the shares of the exhibitors who complimented on the professionalism (86.8%), language skills (86.5%) and efficiency & attitude (85.9%) of the venue staff rose by 5.5 percentage points, 3.1 percentage points and 4.6 percentage points respectively quarter-to-quarter.
- Among the exhibitors who had used services rendered by local companies, the proportions of those who were satisfied with the arrangements (83.2%) and services (82.5%) of the companies dropped by 1.1 percentage points and 2.5 percentage points respectively quarter-to-quarter.
- Among all rated aspects, the proportion of exhibitors who expressed satisfaction with the promotion of the exhibitions was 67.8%, an increase of 1.1 percentage points quarter-to-quarter; meanwhile, 11.9% of the exhibitors considered that improvement in promotion was necessary, up slightly by 0.6 percentage points.
- As regards the venue, the shares of exhibitors who were satisfied with the management (80.6%) and the facilities (76.0%) of the venue fell by 0.4 percentage points and 2.0 percentage points respectively quarter-to-quarter. Besides, 8.8% of the exhibitors indicated that the facilities should be improved, an increase of 2.9 percentage points over the previous quarter.

Incentives

- Number of incentives in the second quarter remained at 2; number of participants (1,072) and total floor area used (4,128 m²) saw obvious decline of 80.1% and 82.8% respectively year-on-year; while the average duration of the incentives was lengthened by 2.2 days to 6.0 days.
- There were 7 incentives in the first half year of 2019, a decrease of 1 year-on-year; number of participants (14,000) and total floor area used (118,000 m²) dropped by 24.9% and 21.4% respectively; meanwhile, the average duration of the incentives (3.8 days) extended by 0.8 day.

Number of Incentives and Participants



Historical Data

| | 2 nd Quarter | | | | | First Half Year | | | | |
|--|-------------------------|------|------|------|------|-----------------|------|------|------|-------|
| | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 |
| No. of MICE Events | 225 | 320 | 318 | 333 | 327 | 500 | 613 | 628 | 699 | 655 |
| Meetings & Conferences | 207 | 299 | 292 | 308 | 316 | 469 | 576 | 586 | 652 | 630 |
| Of which: 4 hours or more | 152 | 213 | 184 | 195 | 220 | 348 | 409 | 365 | 442 | 445 |
| Exhibitions | 18 | 16 | 18 | 11 | 9 | 31 | 26 | 22 | 18 | 19 |
| Incentives | ~ | 5 | 8 | 14 | 2 | ~ | 11 | 20 | 29 | 6 |
| Participants and Attendees ('000) | 522 | 413 | 468 | 404 | 408 | 826 | 670 | 605 | 626 | 686 |
| Meeting Participants | 22 | 29 | 36 | 44 | 99 | 62 | 54 | 61 | 99 | 170 |
| Of which: 4 hours or more | 17 | 22 | 26 | 35 | 91 | 49 | 42 | 40 | 79 | 156 |
| Exhibition Attendees | 500 | 384 | 408 | 351 | 304 | 764 | 614 | 518 | 514 | 497 |
| Incentive Participants | ~ | 1 | 23 | 9 | 5 | ~ | 3 | 25 | 13 | 19 |
| Average Duration of Events (day) | 1.9 | 1.8 | 1.5 | 1.6 | 1.5 | 2.0 | 1.8 | 1.5 | 1.7 | 1.6 |
| Average Duration of Meetings & Conferences | 1.8 | 1.7 | 1.4 | 1.4 | 1.4 | 1.9 | 1.7 | 1.4 | 1.6 | 1.5 |
| Of which: 4 hours or more | 2.3 | 2.1 | 1.9 | 2.0 | 1.8 | 2.4 | 2.1 | 2.0 | 2.1 | 1.9 |
| Average Duration of Exhibitions | 3.3 | 3.2 | 3.4 | 3.8 | 3.8 | 3.1 | 3.2 | 3.3 | 3.5 | 3.7 |
| Average Duration of Incentives | ~ | 2.9 | 2.0 | 3.1 | 3.8 | ~ | 3.1 | 1.9 | 3.2 | 3.0 |
| Total Floor Area Used ('000 m ²) | 145 | 179 | 377 | 444 | 564 | 368 | 327 | 499 | 744 | 1 301 |
| Meetings & Conferences | 78 | 110 | 157 | 339 | 459 | 254 | 207 | 257 | 608 | 1 046 |
| Of which: 4 hours or more | 64 | 88 | 128 | 309 | 433 | 223 | 166 | 194 | 546 | 997 |
| Exhibitions | 67 | 67 | 86 | 84 | 81 | 114 | 115 | 96 | 98 | 104 |
| Incentives | ~ | 2 | 135 | 22 | 24 | ~ | 6 | 146 | 38 | 151 |

Note: Incentives in 2015 only include incentive meetings.

Survey Coverage:

MICE Statistics covers meetings & conferences, commercial 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 / volume 1" 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 | '000 | Thousand | m ² | Square metre |
| ~ | No figure provided | MOP | Macao Pataca | No. | Number |
| % | Percentage | p.p. | Percentage point | 0 [#] | Magnitude less than half of the unit employed |

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

