

- A total of 63 MICE events were held, comprising 53 meetings & conferences and 10 exhibitions. Number of participants & attendees totalled 297,000. In the first three quarters of 2020, a total of 215 MICE events were held, with 399,000 participants & attendees.
- Number of meetings & conferences dropped by 267 year-on-year, and number of participants (3,428) declined by 93.9%; the average duration of the meetings & conferences shortened by 0.8 day year-on-year to 0.7 day. In the first three quarters, there were 198 meetings & conferences, a drop of 829 year-on-year, with number of participants falling by 88.7% to 22,000; the average duration of the meetings & conferences reduced by 0.4 day to 1.1 days.
- Number of exhibitions went down by 7 year-on-year, and number of attendees (294,000) dropped by 44.1%; the average duration of the exhibitions extended by 0.1 day to 3.6 days. In the first three quarters, exhibitions decreased by 22 year-on-year to 15, with number of attendees (376,000) declining by 64.5%; the average duration of the exhibitions remained at 3.4 days.
- The 10 exhibitions in the third quarter were all held by non-government organisations, and receipts of these exhibitions amounted to MOP 7.64 million. After deducting expenditure (MOP 7.99 million) as well as financial support from the government & other organisations (MOP 1.19 million) from receipts, a negative value of MOP 1.53 million was recorded. In the first three quarters, receipts of the 15 exhibitions held by non-government organisations totalled MOP 14.23 million. After deducting expenditure (MOP 12.97 million) and financial support from the government & other organisations (MOP 2.08 million) from receipts, these exhibitions recorded a negative value of MOP 0.82 million.

Principal Indicators

MICE Events (no.)



Q3 **63**
YoY ↓ **278**
Q1-Q3 **215**
YoY ↓ **860**

Participants & Attendees ('000)



Q3 **297**
YoY ↓ **49.0%**
Q1-Q3 **399**
YoY ↓ **68.6%**

Average Duration (day)



Q3 **1.1**
YoY ↓ **0.5**
Q1-Q3 **1.2**
YoY ↓ **0.3**

Total Floor Area Used ('000 m²)



Q3 **57**
YoY ↓ **81.4%**
Q1-Q3 **167**
YoY ↓ **83.8%**

Meetings & Conferences

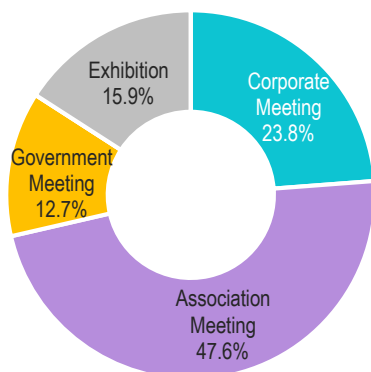
	Q3	YoY	Q1-Q3	YoY
meetings & conferences	53	↓ 267 no.	198	↓ 829 no.
'000 participants	3	↓ 93.9 %	22	↓ 88.7 %
day	0.7	↓ 0.8 day	1.1	↓ 0.4 day
'000 m ²	17	↓ 92.8 %	111	↓ 84.9 %

Exhibitions

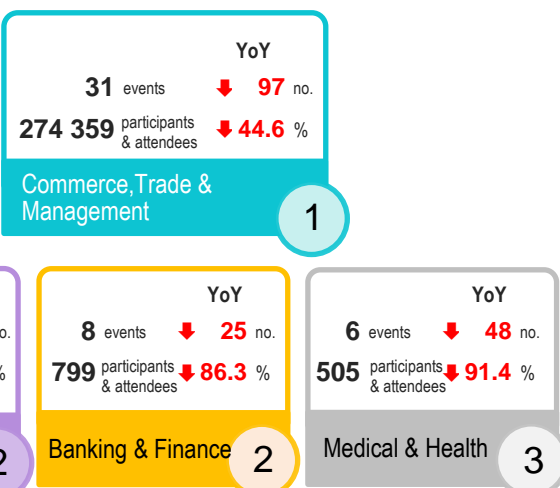
	Q3	YoY	Q1-Q3	YoY
exhibitions	10	↓ 7 no.	15	↓ 22 no.
'000 attendees	294	↓ 44.1 %	376	↓ 64.5 %
day	3.6	↑ 0.1 day	3.4	-
'000 m ²	40	↓ 34.7 %	54	↓ 68.4 %

3rd Quarter

Structure of MICE Events



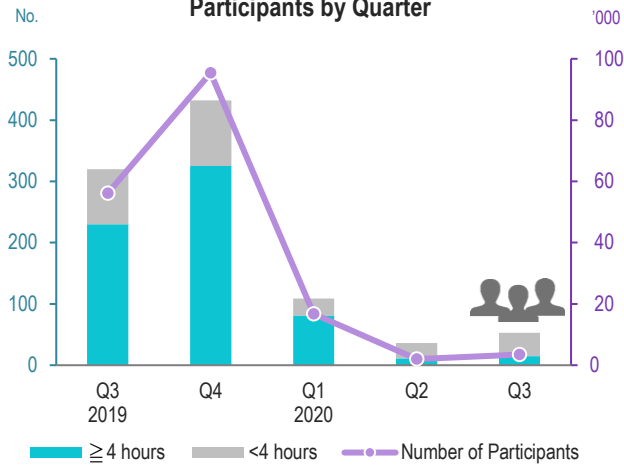
Main Subjects of MICE Events



Meetings & Conferences



Number of Meetings & Conferences and Participants by Quarter



<4 hours



Q3	YoY	Q1-Q3	YoY
38 meetings & conferences	↓ 52 no.	91 meetings & conferences	↓ 202 no.
2 489 participants	↓ 71.8 %	6 908 participants	↓ 76.5 %
13 '000 m²	↓ 64.3 %	33 '000 m²	↓ 67.5 %

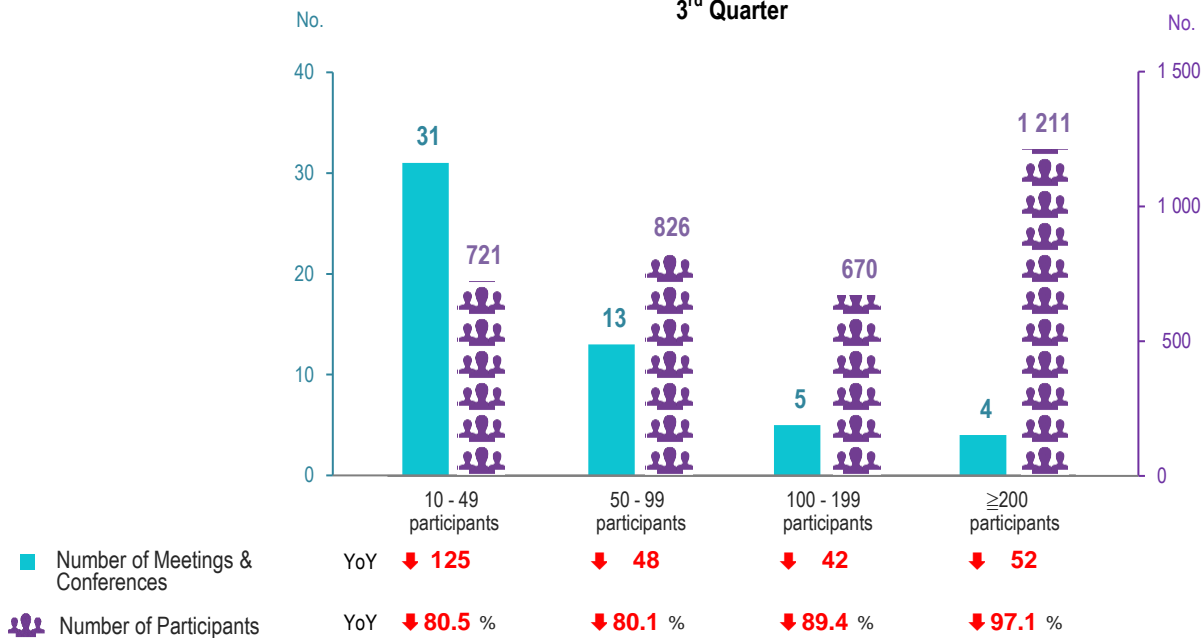
≥4 hours



Q3	YoY	Q1-Q3	YoY
15 meetings & conferences	↓ 215 no.	107 meetings & conferences	↓ 627 no.
939 participants	↓ 98.0 %	15 236 participants	↓ 90.8 %
5 '000 m²	↓ 97.7 %	78 '000 m²	↓ 87.7 %

Number of Meetings & Conferences and Participants by Size

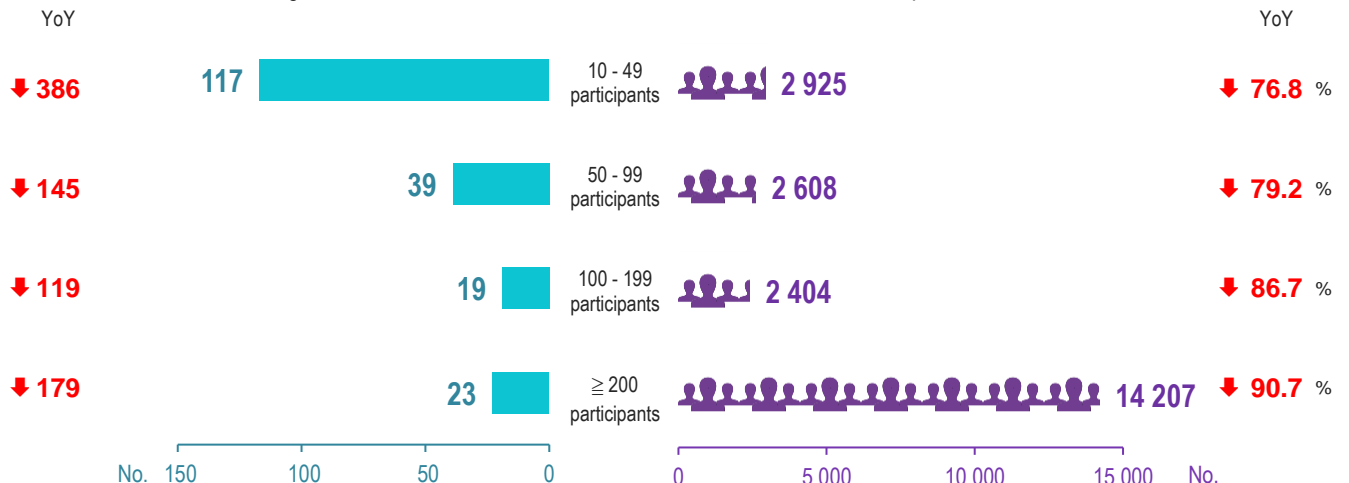
3rd Quarter



Q1 - Q3

Meetings & Conferences

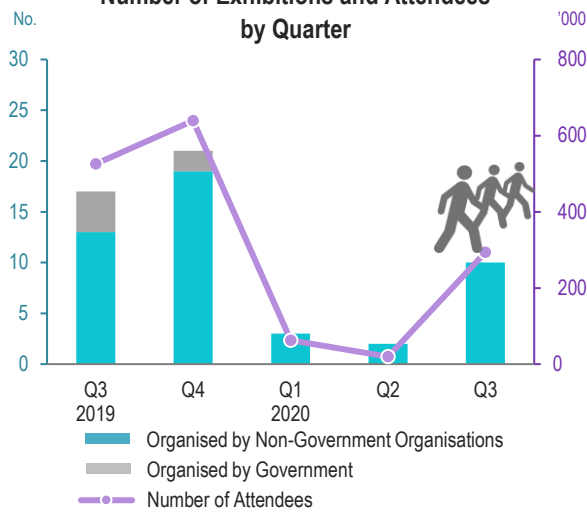
Participants



Exhibitions



Number of Exhibitions and Attendees by Quarter



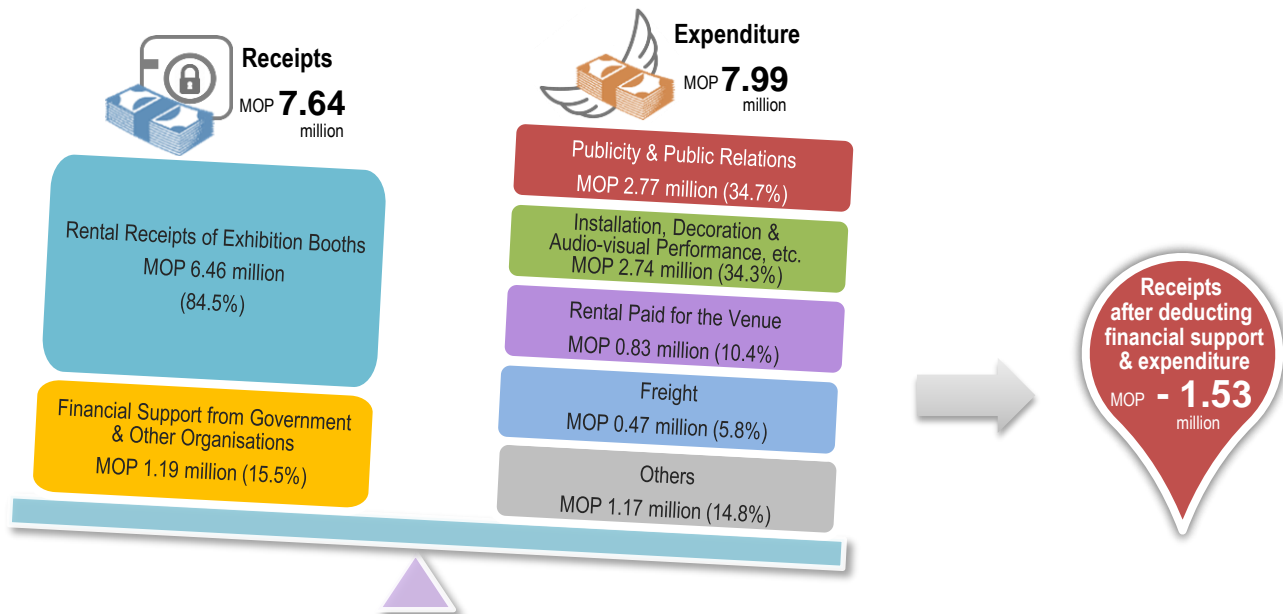
Organised by Non-Government Organisations

	Q3	YoY	Q1-Q3	YoY
Exhibitions	10	↓ 3 no.	15	↓ 16 no.
Attendees ('000)	294	↓ 29.4 %	376	↓ 58.5 %
Days	3.6	-	3.4	↓ 0.1 day
m²	40	↑ 20.6 %	54	↓ 49.9 %

Note: There were no exhibitions held by the government in the third quarter.

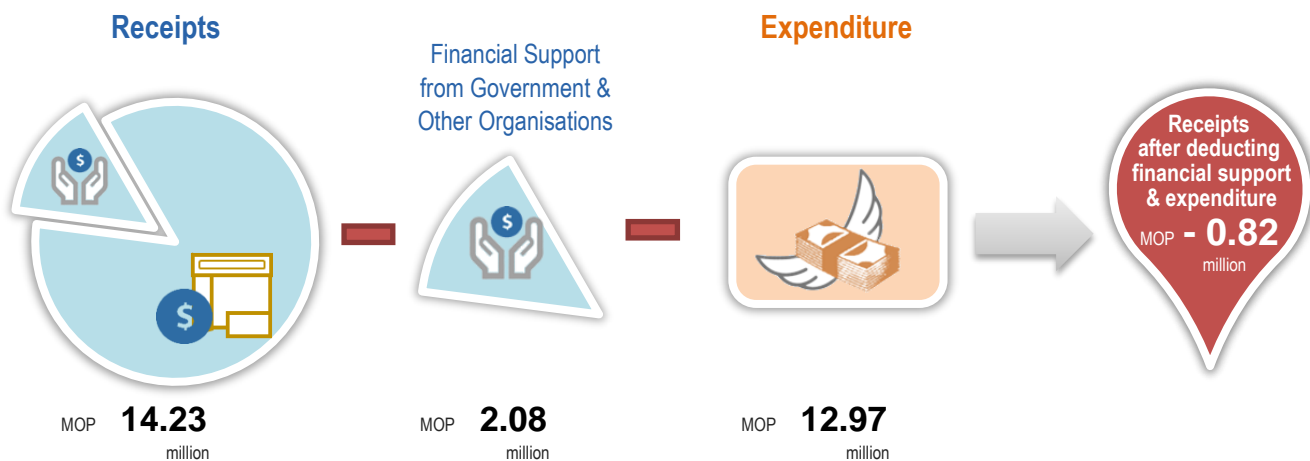
Receipts and Expenditure of Exhibitions Held by Non-Government Organisations

3rd Quarter

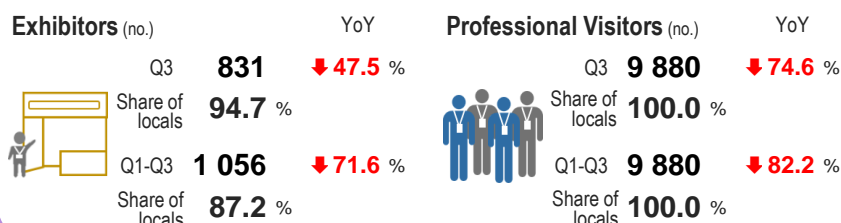


Note: "Others" includes remuneration for staff who assisted in the exhibitions, service charges for companies providing conference & exhibition organising services, food & beverages, security services, etc.

Q1 - Q3



Exhibitors & Professional Visitors

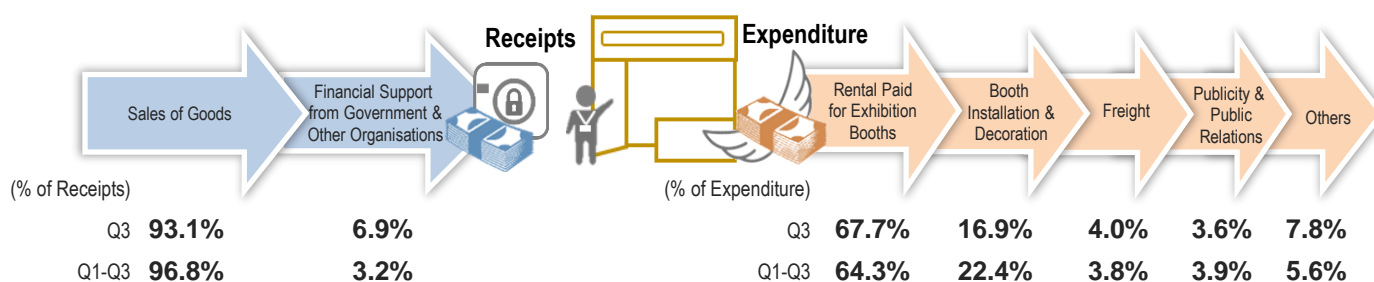


Others 0.1%

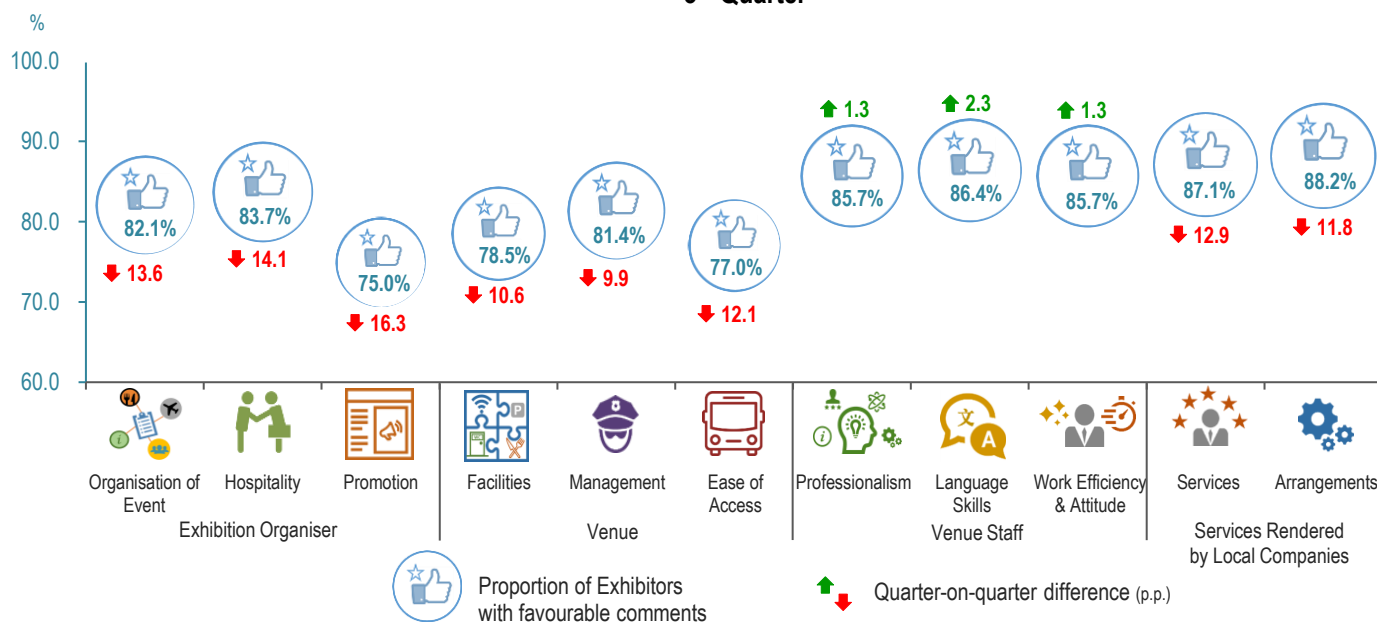
Hong Kong 5.2%

Macao 94.7%

Receipts and Expenditure of Interviewed Exhibitors



Comments from Interviewed Exhibitors

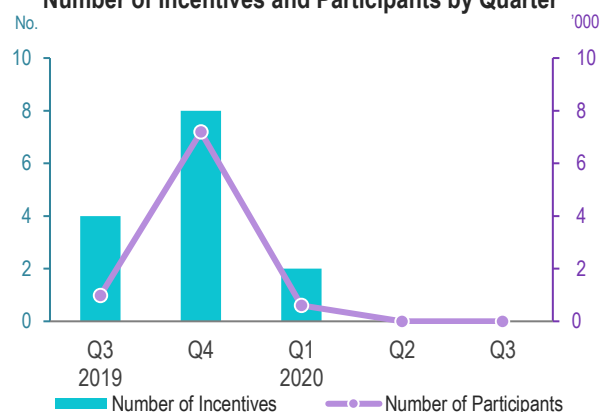
3rd Quarter

Incentives



Note: There were no incentives in the third quarter.

Number of Incentives and Participants by Quarter



Historical Data

	Q3					Q1 - Q3				
	2015	2016	2017	2018	2019	2015	2016	2017	2018	2019
No. of MICE Events	288	277	304	311	341	901	905	1 003	966	1 075
Meetings & Conferences	251	257	279	283	320	827	843	931	913	1 027
Of which: 4 hours or more	189	171	183	177	230	598	536	625	622	734
Exhibitions	29	17	15	19	17	55	39	33	38	37
Incentives	8	3	10	9	4	19	23	39	15	11
Participants and Attendees ('000)	1 018	627	581	697	583	1 688	1 232	1 207	1 382	1 270
Meeting Participants	23	45	60	48	56	77	106	158	217	195
Of which: 4 hours or more	17	37	51	39	47	59	77	129	194	166
Exhibition Attendees	994	577	503	613	526	1 608	1 095	1 017	1 110	1 060
Incentive Participants	1	6	18	36	1	3	31	31	55	15
Average Duration of Events (day)	1.9	1.6	1.7	1.5	1.6	1.8	1.5	1.7	1.5	1.5
Average Duration of Meetings & Conferences	1.7	1.4	1.5	1.4	1.5	1.7	1.4	1.5	1.4	1.5
Of which: 4 hours or more	2.2	1.9	2.1	1.9	1.8	2.1	1.9	2.1	1.9	1.8
Average Duration of Exhibitions	3.3	3.5	3.4	3.3	3.5	3.3	3.4	3.5	3.5	3.4
Average Duration of Incentives	2.6	3.7	2.8	2.3	1.8	2.9	2.1	3.1	2.6	3.0
Total Floor Area Used ('000 m ²)	200	209	496	475	307	528	708	1 240	1 776	1 030
Meetings & Conferences	99	130	277	189	239	306	387	885	1 235	734
Of which: 4 hours or more	81	107	243	157	204	247	301	789	1 154	633
Exhibitions	96	59	52	56	61	211	155	150	160	170
Incentives	5	20	168	230	7	11	166	206	381	126

Note: Incentives in 2015 only include incentive meetings.

Scope and 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 goods 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:

%	Percentage	-	Absolute value equals zero	<	Less than
'000	Thousand	No.	Number	≥	Greater than or equal to
MOP	Macao Pataca	Q	Quarter	↑	Increase
p.p.	Percentage point	YoY	Year-on-year	↓	Decrease
m ²	Square metre				

For additional information:

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

