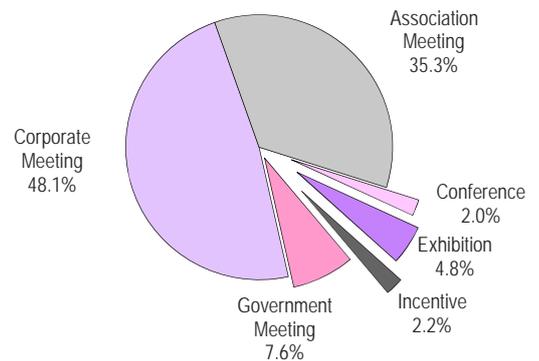


- A total of 461 MICE events were held in the fourth quarter, consisting of 429 meetings & conferences, 22 exhibitions and 10 incentives; number of participants and attendees was 736,000. For the whole year of 2018, there were 1,427 MICE events, with 2,122,000 participants and attendees.
- Number of meetings & conferences rose by 75 year-on-year; however, number of participants fell by 10.1%, and participants of the 81 meetings & conferences with 200 persons or more decreased by 18.8%. In 2018, meetings & conferences increased by 57 year-on-year, and number of participants rose by 20.5%.
- Number of exhibitions went up by 4 year-on-year, with number of attendees growing by 10.8%. In 2018, number of exhibitions increased by 9 year-on-year and number of participants registered a growth of 10.0%.
- Number of incentives rose by 4 year-on-year whereas number of participants declined by 89.2%. For the whole year of 2018, number of incentives decreased by 20 year-on-year while number of participants increased by 17.7%.

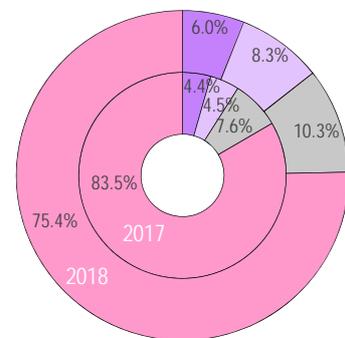
Principal Indicators

	Current Quarter	Change	2018	Change
MICE Events (No.)	461	83	1 427	46
No. of Participants and Attendees ('000)	736	5.8 %	2 122	11.6 %
Average Duration (day)	1.5	-0.3	1.5	-0.2
Meetings & Conferences (No.)	429	75	1 342	57
No. of Participants ('000)	79	-10.1 %	296	20.5 %
Average Duration (day)	1.4	-0.2	1.4	-0.2
Of which: 4 hours or more	282	39	904	36
No. of Participants ('000)	65	-16.0 %	260	25.5 %
Average Duration (day)	1.9	-0.3	1.9	-0.2
Exhibitions (No.)	22	4	60	9
No. of Attendees ('000)	655	10.8 %	1 769	10.0 %
Average Duration (day)	3.4	0.1	3.4	-
Incentives (No.)	10	4	25	-20
No. of Participants ('000)	2	-89.2 %	56	17.7 %
Average Duration (day)	2.8	-0.5	2.6	-0.5

Types of Events in 4th Quarter



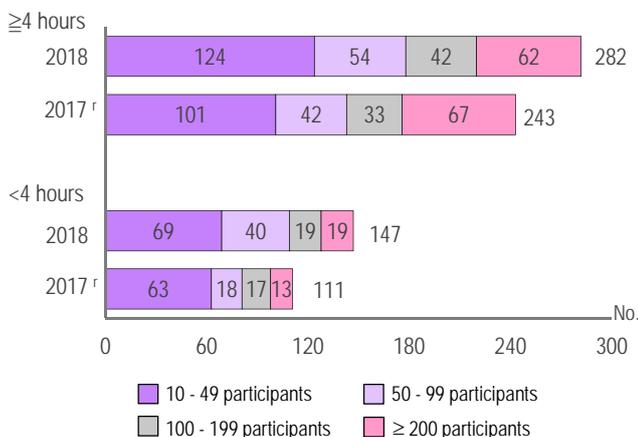
Participants by Size of Meeting & Conference in 4th Quarter



Meetings & Conferences

- Analysed by size of event, number of meetings & conferences with 10 to 49 participants in the fourth quarter increased by 29 year-on-year to 193 (45.0% of total), while number of participants rose by 22.6% to 4,732 (6.0% of total). Meetings & conferences with 200 participants or more increased merely by 1 year-on-year to 81 (18.9%), whereas number of participants decreased by 18.8% to 59,000 (75.3%).

Meetings & Conferences by Duration and Size in 4th Quarter



10 - 49 participants 50 - 99 participants
100 - 199 participants ≥ 200 participants

- In terms of duration of event, there were 282 meetings & conferences of 4 hours or more in the fourth quarter, up by 39 year-on-year; yet, number of participants fell by 16.0% to 65,000.

Meetings & conferences of less than 4 hours rose by 36 year-on-year to 147, with number of participants growing by 37.8% to 13,000.

Meetings & Conferences by Duration and Floor Area Used

	Meetings & Conferences (No.)		Total Floor Area Used ('000 m ²)	
	Current Quarter	2018	Current Quarter	2018
Total	429	1 342	462	1 698
< 500 m ²	321	952	62	174
500 - 999	74	209	51	143
≥ 1 000	34	181	350	1 381
4 hours or more	282	904	422	1 577
< 500 m ²	197	585	37	109
500 - 999	51	148	35	102
≥ 1 000	34	171	350	1 366
Less than 4 hours	147	438	40	121
< 500 m ²	124	367	25	65
500 - 999	23	61	15	41
≥ 1 000	-	10	-	15

- Total floor area used for meetings & conferences in the fourth quarter expanded by 42.9% year-on-year to 462,000 m², of which a floor area of 422,000 m² (91.3% of total) was occupied by those of 4 hours or more, a surge of 43.6%.

Meetings & conferences with a floor area of less than 500 m² increased by 73 year-on-year to 321, and the total floor area used rose by 31.8% to 62,000 m².

Meanwhile, there were 34 meetings & conferences using a floor area of 1,000 m² or more, and all of them had a duration of 4 hours or more. Floor area occupied by these meetings & conferences added up to 350,000 m², accounting for 75.7% of the total.

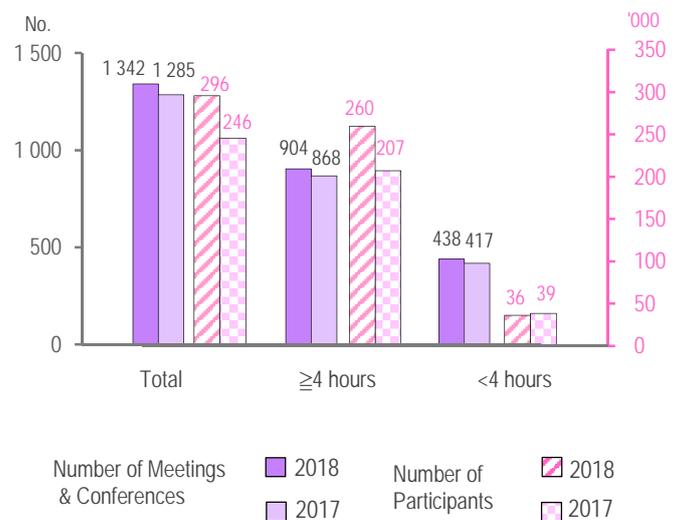
- For the whole year of 2018, a total of 1,342 meetings & conferences were held, up by 57 year-on-year. Number of participants rose by 20.5% to 296,000. There were 270 meetings & conferences with 200 participants or more, which attracted 239,000 participants (+24.3%).

There were 904 meetings & conferences with a duration of 4 hours or more (+36) and the number of participants increased by 25.5% to 260,000, taking up 87.8% of the total. Meanwhile, meetings & conferences of less than 4 hours totalled 438 (+21), and number of participants amounted to 36,000, down by 6.2%.

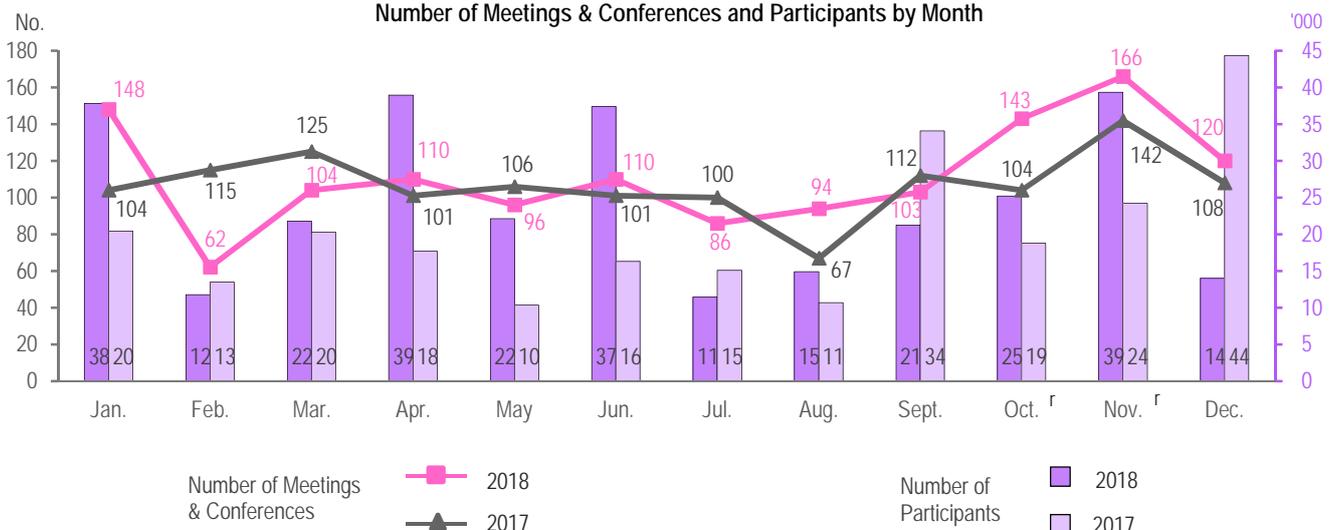
- For the whole year of 2018, total floor area used for meetings & conferences reached 1,698,000 m², up by 40.5% year-on-year. Meetings & conferences of 4 hours or more occupied a total area of 1,577,000 m² (92.9% of total), a growth of 45.5%.

There were 181 meetings & conferences taking a floor area of 1,000 m² or more, and the total floor area used surged by 52.4% year-on-year to 1,381,000 m².

Number of Meetings & Conferences and Participants in 2018



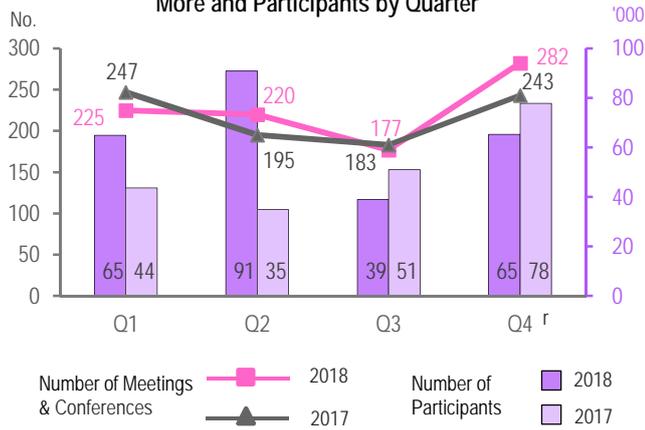
Number of Meetings & Conferences and Participants by Month



- Analysed by month, number of meetings & conferences held in November 2018 peaked at 166 (+24), followed by January and October, with 148 and 143 meetings & conferences respectively.

- In terms of number of participants, both April and November recorded a total of 39,000 participants, surging by 120.2% and 62.6% year-on-year respectively. Moreover, number of participants in June (37,000) and January (38,000) jumped by 129.8% and 85.0% respectively.

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



- Analysed by quarter of 2018, number of meetings & conferences of 4 hours or more in the second quarter (220) and in the fourth quarter (282) showed year-on-year growth, with that in the fourth quarter recording a notable increase of 39.

As regards participants, number of those attending meetings & conferences of 4 hours or more saw increases in the first two quarters of 2018, and the number of participants in the second quarter leapt by 160.1%.

Exhibitions

- Among the 22 exhibitions held in the fourth quarter of 2018, 15 were previously held in Macao in the same quarter of 2017. Number of attendees rose by 10.8% year-on-year to 655,000 and total floor area used grew by 23.1% to 187,000 m². The average duration of the exhibitions extended by 0.1 day to 3.4 days.

Exhibitions organised by non-government organisations rose by 4 year-on-year to 20, which attracted 531,000 attendees, an increase of 15.6%. Meanwhile, number of exhibitions organised by the government remained at 2, while number of attendees dropped by 5.6% to 124,000.

Number of Exhibitions and Attendees in 4th Quarter



Exhibitions by Type of Organiser

	Exhibitions (No.)		No. of Attendees ('000)		Total Floor Area Used ('000 m ²)	
	Current Quarter	2018	Current Quarter	2018	Current Quarter	2018
Total	22	60	655	1 769	187	347
Organised by Government	2	7	124	283	30	77
Organised by Non-Government Organisations	20	53	531	1 486	157	270
< 20 000 attendees	11	28	52	124	75	146
≥ 20 000 attendees	9	25	479	1 362	82	124

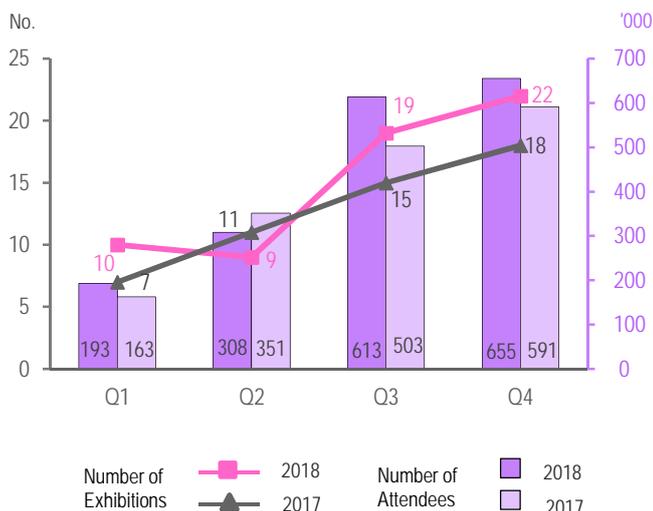
- For the whole year of 2018, number of exhibitions increased by 9 year-on-year to 60, and number of attendees rose by 10.0% to 1,769,000. These exhibitions occupied a total floor area of 347,000 m², up by 15.2%.

There were 53 exhibitions organised by non-government organisations (+9), and number of attendees added up to 1,486,000, up by 12.7% year-on-year. The 25 exhibitions with 20,000 attendees or more drew 1,362,000 attendees, accounting for 91.6% of the total.

There were 7 exhibitions organised by the government, the same as in 2017, while number of attendees dropped by 2.2% year-on-year to 283,000.

- Analysed by quarter, apart from the second quarter, number of exhibitions held in the first quarter (+3), the third quarter (+4) and the fourth quarter (+4) registered year-on-year increases, and the respective number of attendees rose by 18.2%, 22.0% and 10.8%. Meanwhile, number of exhibitions in the second quarter decreased by 2 to 9, and number of attendees fell by 12.4% to 308,000.

Number of Exhibitions and Attendees by Quarter

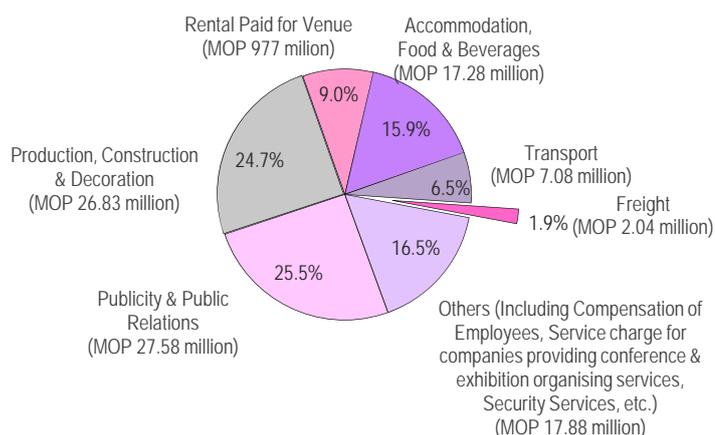


Main Items of Receipts and Expenditure of Interviewed Exhibition Organisers

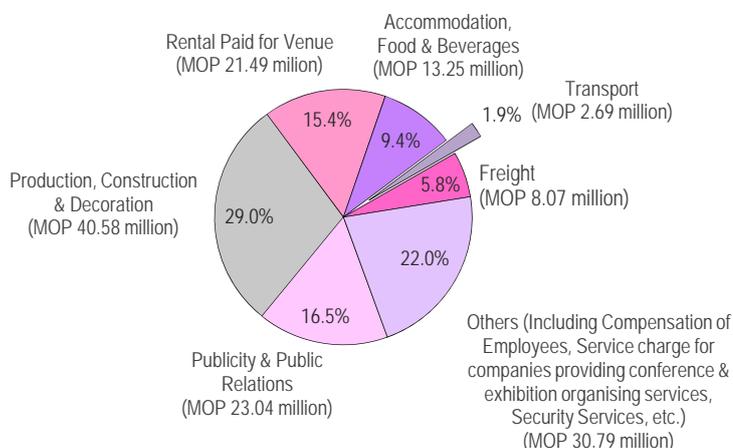
	Current Quarter			'000 MOP 2018
	Total	Organised by Government	Organised by non-Government Organisations	
No. of Exhibitions	22	2	20	60
Receipts	82 332	2 491	79 840	189 231
Of which:				
Rental Receipts of Exhibition Booths	18 602	2 468	16 133	111 095
Financial Support from Government and Other Organisations	61 171	-	61 171	70 133
Expenditure	123 859	33 886	89 973	248 366
Of which:				
Production, Construction & Decoration	37 145	10 314	26 832	67 411
Publicity & Public Relations	22 672	10 290	12 383	50 620
Rental Paid for the Venue	15 690	4 085	11 605	31 262
Accommodation, Food & Beverages	13 210	4 357	8 853	30 524

Structure of Expenditure for Exhibitions in 2018

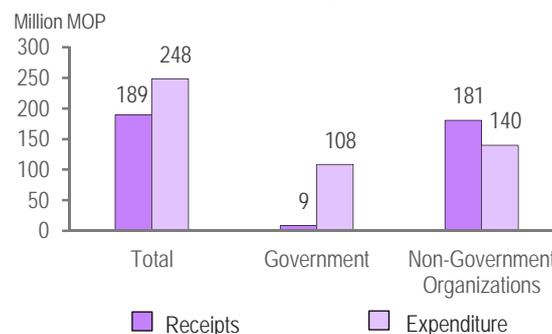
Exhibitions Organised by Government



Exhibitions Organised by Non-Government Organisations



Receipts and Expenditure of Interviewed Exhibition Organisers in 2018



Receipts and Expenditure of Interviewed Exhibition Organisers

- According to the information provided by the 22 exhibition organisers in the fourth quarter, receipts of the exhibitions amounted to MOP 82.33 million, of which MOP 61.17 million (74.3% of total) were generated from financial support from the government and other organisations, and MOP 18.60 million (22.6%) came from rental of exhibition booths. Expenditure of the exhibitions incurred was MOP 124 million, which was mainly spent on production, construction & decoration and publicity & public relations, at MOP 37.15 million (30.0% of total) and MOP 22.67 million (18.3%) respectively.

The 20 exhibitions held by non-government organisations recorded MOP 79.84 million in receipts, of which 76.6% were financial support from the government and other organisations. These exhibitions incurred MOP 89.97 million in expenditure, with production, construction & decoration taking up 29.8% of the total.

Meanwhile, receipts of the 2 exhibitions organised by the government totalled MOP 2.49 million, of which 99.1% were generated from rental of exhibition booths. Expenditure of these exhibitions amounted to MOP 33.89 million, with production, construction & decoration and publicity & public relations together accounting for 60.8% of the total.

- For the whole year of 2018, information from the 60 exhibition organisers indicated that their receipts and expenditure amounted to MOP 189 million and MOP 248 million respectively. The majority of their receipts came from rental of exhibition booths, at MOP 111 million (58.7% of total). Their expenditure was mainly incurred on production, construction & decoration and publicity & public relations, at MOP 67.41 million (27.1% of total) and MOP 50.62 million (20.4%) respectively.

The 53 exhibitions organised by non-government organisations recorded total receipts of MOP 181 million, of which 57.1% were generated from rental of exhibition booths (MOP 103 million), while financial support from the government and other organisations (MOP 69.88 million) took up 38.7%, down by 1.9 percentage points as compared to 2017 (40.6%). These exhibitions incurred MOP 140 million in expenditure, with production, construction & decoration accounting for a major share (29.0% of total).

Net receipts of the exhibitions organised by non-government organisations stood at MOP 40.74 million after deducting the expenditure. In order to analyse the marketisation of the exhibition industry, financial support from the government and other organisations were excluded from net receipts and a negative value of MOP 29.15 million was recorded; yet, it was still an improvement from the negative amount of MOP 38.63 million in 2017.

Receipts and expenditure of the 7 exhibitions organised by the government amounted to MOP 8.59 million and MOP 108 million respectively. Rental of exhibition booths accounted for 91.8% of the receipts, whereas publicity & public relations and production, construction & decoration made up 25.5% and 24.7% of the expenditure respectively.

	Exhibitions for Current Quarter			No. Exhibitions in 2018
	Total	Organised by Government	Organised by non-Government Organisations	
Booths	3 763	1 748	2 015	9 944
Exhibitors	2 241	985	1 256	5 618
Of which:				
Mainland China	588	323	265	1 429
Hong Kong	337	16	321	994
Macao	835	302	533	2 225
Professional Visitors	45 980	10 750	35 230	98 117
Of which:				
Mainland China	12 075	3 002	9 073	21 625
Hong Kong	5 385	844	4 541	10 153
Macao	24 480	5 105	19 375	53 113

- For the whole year of 2018, the 60 exhibitions attracted 5,618 exhibitors, with those from Mainland China and Macao comprising 25.4% and 39.6% of the total. There were 98,000 professional visitors; and the majority of them (54.1%) were from Macao. Meanwhile, Mainland professional visitors constituted 22.0% of the total.

In regard to the 3,204 exhibitors who participated in the exhibitions organised by non-government organisations, those from Macao and Hong Kong accounted for 46.3% and 27.9% respectively. These exhibitions drew a total of 77,000 professional visitors, with 20.3% coming from Mainland China and 58.7% from Macao respectively.

The 7 exhibitions organised by the government attracted 2,414 exhibitors and 21,000 professional visitors. The exhibitors came mainly from Mainland China (41.2% of total) whereas the majority of the professional visitors were local residents (37.3% of total).

Structure of Receipts and Expenditure of Interviewed Exhibitors

	Current Quarter	Same Quarter of 2017 ^r	2018	2017
Receipts	100.0	100.0	100.0	100.0
Sales of Products	98.2	88.7	97.7	95.7
Financial Support from Government & Other Organisations and Others	1.8	11.3	2.3	4.3
Expenditure	100.0	100.0	100.0	100.0
Rental Paid for Exhibition Booth	52.0	40.6	55.5	50.9
Booth Decoration & Construction	34.9	40.5	29.7	30.9
Publicity & Public Relations	3.4	5.4	5.0	5.9
Freight and Others	9.7	13.5	9.8	12.3

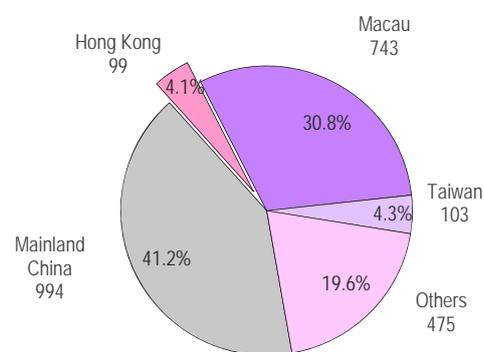
Exhibitors and Professional Visitors of Exhibitions

- The 22 exhibitions in the fourth quarter had a total of 3,763 booths. These exhibitions attracted 2,241 exhibitors, with 26.2% of them coming from Mainland China and 37.3% from Macao. There were 46,000 professional visitors and 53.2% of them were local residents.

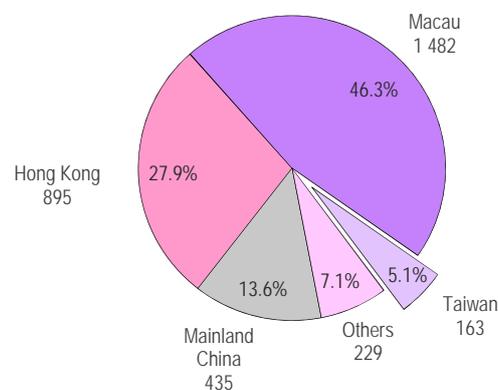
As regards the exhibitions organised by non-government organisations, number of exhibitors and professional visitors totalled 1,256 and 35,000 respectively, and those from Macao accounted for 42.4% and 55.0% of the respective total. Meanwhile, there were 985 exhibitors who participated in the exhibitions organised by the government; the majority of them were from Mainland China (32.8% of total) and Macao (30.7%). Professional visitors totalled 11,000, with 47.5% of them being local visitors.

Structure of Exhibitors in 2018

Exhibitions Organised by the Government



Exhibitions Organised by Non-Government Organisations



Structure of Receipts and Expenditure of Interviewed Exhibitors

- According to the information collected from the 933 interviewed exhibitors in the fourth quarter, 98.2% of their receipts were generated from sales of products, while their expenditure was mainly incurred on rental paid for exhibition booths (52.0% of total) and decoration & construction (34.9%).
- Information provided by the 2,612 exhibitors in 2018 indicated that sales of products accounted for 97.7% of the receipts, whereas rental paid for exhibition booths (55.5% of total) and decoration & construction (29.7%) took up major shares of the expenditure.

Comments from Interviewed Exhibitors in the 4th Quarter

	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	99.5	74.0	3.8	19.1	-4.7	5.8	1.1	1.1		-0.2
Hospitality	99.2	77.1	3.4	17.3	-5.1	2.6	0.6	3.0		1.1
Promotion	99.6	59.6	1.8	21.4	-5.0	16.1	2.7	2.9		0.5
Venue										
Facilities	100.0	74.4	3.3	17.1	-1.4	8.3	-1.8	0.2		-0.1
Management	100.0	79.6	0.3	16.4	-0.8	2.7	-	1.3		0.5
Ease of Access	100.0	79.6	3.7	16.6	-1.5	3.1	-2.8	0.7		0.6
Venue Staff										
Professionalism	98.9	83.5	4.1	11.5	-4.6	2.2	0.7	2.8		-0.2
Language Skills	98.9	84.6	3.2	10.4	-4.0	2.2	1.5	2.8		-0.7
Work Efficiency & Attitude	98.8	83.4	3.9	12.0	-4.3	1.8	-0.1	2.8		0.5
Services Rendered by Local Companies										
Services	29.3	85.3	10.5	11.7	-11.7	0.7	-0.7	2.3		1.9
Arrangements	29.2	85.3	10.5	10.7	-12.5	1.1	1.1	2.9		0.9

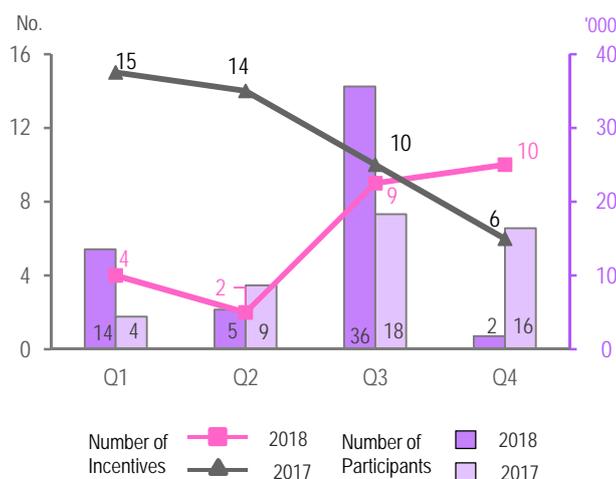
Comments from Interviewed Exhibitors

- Regarding the comments from the interviewed exhibitors, their satisfaction towards the various facilities and services recorded increases to different extents in the fourth quarter as compared to the third quarter. Among the exhibitors who had used services rendered by local companies, the proportions of those who complimented on the services (85.3%) and arrangements (85.3%) both grew by 10.5 percentage points quarter-to-quarter.
- Moreover, the proportion of exhibitors who expressed satisfaction towards the language skills (84.6%), professionalism (83.5%) as well as work efficiency & attitude (83.4%) of venue staff increased by 3.2 percentage points, 4.1 percentage points and 3.9 percentage points respectively quarter-to-quarter.
- With respect to exhibitors' comments on exhibition organisers, the shares of exhibitors who were satisfied with the hospitality (77.1%) and organisation of event (74.0%) rose by 3.4 percentage points and 3.8 percentage points respectively quarter-to-quarter. Meanwhile, 16.1% of the exhibitors indicated that improvement in publicity & public relations for the exhibitions was necessary, up by 2.7 percentage points.
- As regards the venue, the proportions of exhibitors who complimented on the ease of access and management were both 79.6%, and respective increases of 3.7 percentage points and 0.3 percentage points were recorded quarter-to-quarter.

Incentives

- Number of incentives held in the fourth quarter grew by 4 year-on-year to 10; however, number of participants declined by 89.2% to 1,770. The average duration of the incentives shortened by 0.5 day to 2.8 days, and the total floor area used tumbled by 94.9% to 6,877 m².
- For the whole year of 2018, a total of 25 incentives were held, down by 20 year-on-year. Number of participants (56,000) and total floor area used (388,000 m²) registered increases of 17.7% and 13.5% respectively. Meanwhile, the average duration of the incentives (2.6 days) fell by 0.5 day.
- Analysed by quarter, the fourth quarter saw a year-on-year increase in the number of incentives, whereas the first three quarters recorded decreases. Number of participants in the first and the third quarters soared by 205.3% and 94.6% respectively, while that in the second and the fourth quarters showed a decline.

Number of Incentives and Participants by Quarter



Historical Data

	Q4					Year				
	2013	2014	2015	2016	2017	2013	2014	2015	2016	2017
No. of MICE Events	344	310	362	371	378	1 024	1 050	1 263	1 276	1 381
Meetings & Conferences	320	280	336	352	354	958	963	1 163	1 195	1 285
Of which: 4 hours or more	228	203	213	252	243	725	706	811	788	868
Exhibitions	24	30	23	16	18	66	87	78	55	51
Incentives	~	~	3	3	6	~	~	22	26	45
Participants and Attendees ('000)	987	1 063	828	490	695	2 034	2 614	2 516	1 722	1 902
Meeting Participants	56	35	41	70	87	140	127	118	176	246
Of which: 4 hours or more	50	27	25	55	78	124	98	83	132	207
Exhibition Attendees	931	1 028	786	405	591	1 893	2 488	2 393	1 500	1 608
Incentive Participants	~	~	1	14	16	~	~	5	45	48
Average Duration of Events (day)	1.8	1.8	1.5	1.7	1.8	1.9	1.9	1.7	1.6	1.7
Average Duration of Meetings & Conferences	1.7	1.6	1.4	1.6	1.6	1.8	1.8	1.6	1.5	1.6
Of which: 4 hours or more	2.1	2.1	1.9	2.0	2.2	2.2	2.3	2.1	2.0	2.1
Average Duration of Exhibitions	3.3	3.4	3.4	3.2	3.3	3.2	3.3	3.3	3.3	3.4
Average Duration of Incentives	~	~	3.3	2.3	3.3	~	~	3.0	2.1	3.1
Total Floor Area Used ('000 m ²)	410	335	326	721	611	832	864	854	1 430	1 852
Meetings & Conferences	193	116	137	395	324	489	454	443	782	1 209
Of which: 4 hours or more	166	93	94	350	294	427	381	341	651	1 084
Exhibitions	218	220	185	155	152	343	410	396	310	302
Incentives	~	~	5	172	136	~	~	16	338	342

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 and abbreviations:

r	Revised figures
-	Absolute value equals zero
~	No figure provided
%	Percentage
'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>