

- A total of 38 MICE events were held, comprising 36 meetings & conferences and 2 exhibitions. Number of participants and attendees totalled 22,000. In the first half year of 2020, a total of 152 MICE events were held, with 102,000 participants and attendees.
- Number of meetings & conferences decreased by 309 year-on-year, and number of participants (1,996) declined by 96.4%; the average duration of the meetings & conferences (0.7 day) shortened by 0.7 day year-on-year. In the first half year, meetings & conferences (145) decreased by 562 year-on-year, with number of participants (19,000) falling by 86.6%; the average duration of the meetings & conferences reduced by 0.2 day to 1.3 days.
- Number of exhibitions decreased by 8 year-on-year, and number of attendees (20,000) slid by 93.5%; the average duration of the exhibitions remained at 3.0 days. In the first half year, exhibitions decreased by 15 year-on-year to 5, with number of attendees (82,000) declining by 84.6%; the average duration of the exhibitions went down by 0.3 day to 3.0 days.
- Both of the 2 exhibitions in the second quarter were held by non-government organisations, and receipts of these exhibitions amounted to MOP 1.69 million. After deducting expenditure (MOP 1.89 million) as well as financial support from the government & other organisations (MOP 0.16 million) from receipts, a negative value of MOP 0.36 million was recorded. In the first half year, receipts of the 5 exhibitions held by non-government organisations totalled MOP 6.59 million. After deducting expenditure (MOP 4.98 million) and financial support from the government & other organisations (MOP 0.90 million) from receipts, these exhibitions recorded net receipts of MOP 0.72 million.

Principal Indicators

MICE Events (no.)



Q2 **38**
YoY ↓ **319**
Q1-Q2 **152**
YoY ↓ **582**

Participants & Attendees ('000)



Q2 **22**
YoY ↓ **93.9%**
Q1-Q2 **102**
YoY ↓ **85.2%**

Average Duration (day)



Q2 **0.8**
YoY ↓ **0.7**
Q1-Q2 **1.3**
YoY ↓ **0.2**

Total Floor Area Used ('000 m²)



Q2 **21**
YoY ↓ **93.2%**
Q1-Q2 **110**
YoY ↓ **84.8%**

Meetings & Conferences



Q2	YoY	Q1-Q2	YoY
36 meetings & conferences	↓ 309 no.	145 meetings & conferences	↓ 562 no.
2 '000 participants	↓ 96.4 %	19 '000 participants	↓ 86.6 %
0.7 day	↓ 0.7 day	1.2 days	↓ 0.3 day
15 '000 m ²	↓ 93.4 %	94 '000 m ²	↓ 81.1 %

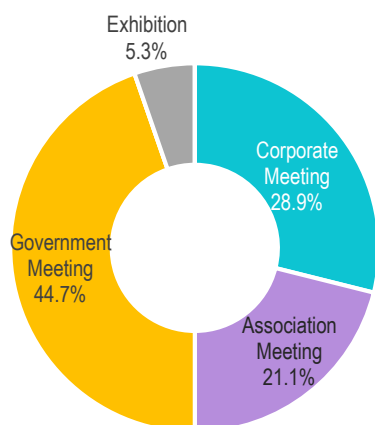
Exhibitions



Q2	YoY	Q1-Q2	YoY
2 meetings & conferences	↓ 8 no.	5 meetings & conferences	↓ 15 no.
20 '000 participants	↓ 93.5 %	82 '000 participants	↓ 84.6 %
3.0 days	-	3.0 days	↓ 0.3 day
6 '000 m ²	↓ 92.3 %	14 '000 m ²	↓ 87.3 %

2nd Quarter

Structure of MICE Events



Main Subjects of MICE Events

YoY
10 events ↓ **143** no.
19 846 participants & attendees ↓ **92.8 %**
Commerce, Trade & Management **1**

YoY
7 events ↓ **22** no.
457 participants & attendees ↓ **87.9 %**
Banking & Finance **2**

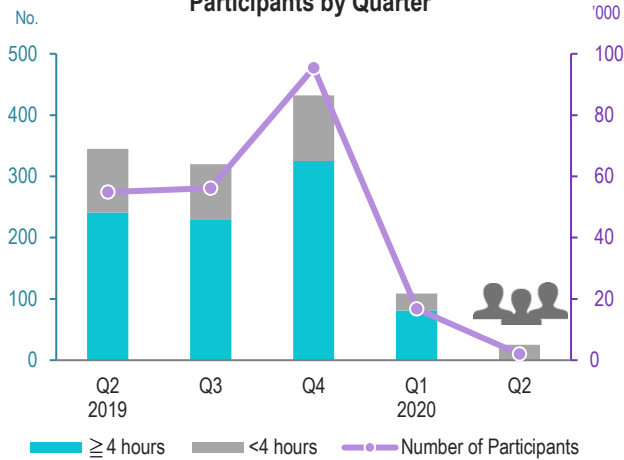
YoY
5 events ↓ **22** no.
221 participants & attendees ↓ **96.1 %**
Culture & Arts **3**

YoY
5 events ↓ **33** no.
182 participants & attendees ↓ **98.9 %**
Medical & Health **3**

Meetings & Conferences



Number of Meetings & Conferences and Participants by Quarter



<4 hours



Q2	YoY	Q1-Q2	YoY
25 meetings & conferences	↓ 79 no.	53 meetings & conferences	↓ 150 no.
1 370 participants	↓ 85.7 %	4 419 participants	↓ 78.5 %
10 '000 m²	↓ 69.2 %	20 '000 m²	↓ 69.2 %

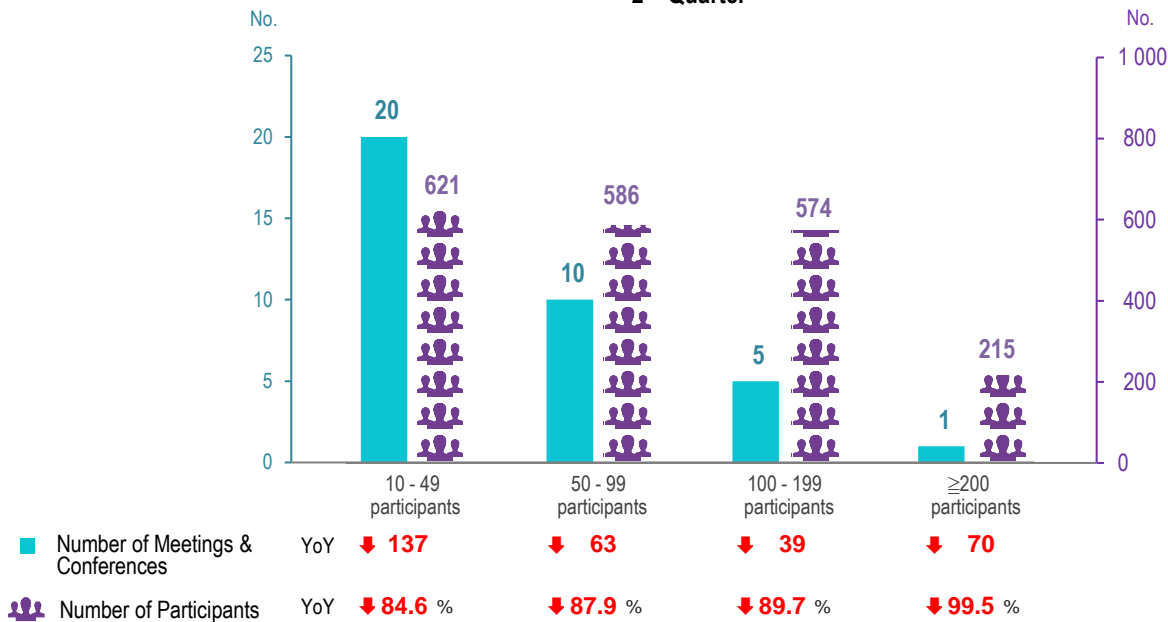
≥4 hours



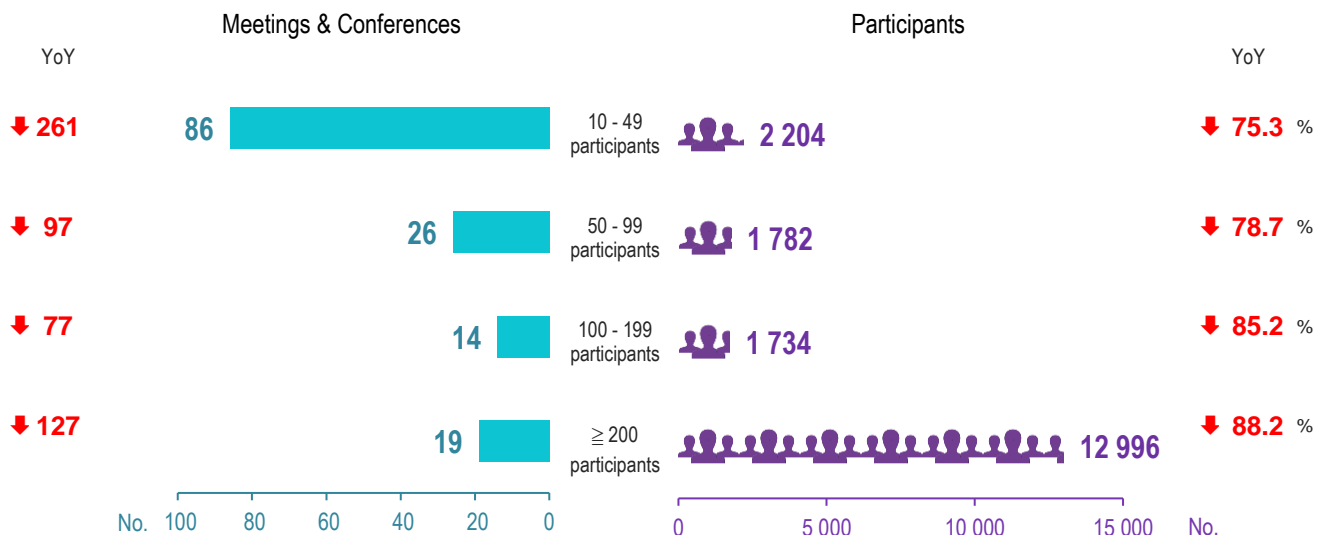
Q2	YoY	Q1-Q2	YoY
11 meetings & conferences	↓ 230 no.	92 meetings & conferences	↓ 412 no.
626 participants	↓ 98.6 %	14 297 participants	↓ 88.0 %
5 '000 m²	↓ 97.5 %	73 '000 m²	↓ 82.9 %

Number of Meetings & Conferences and Participants by Size

2nd Quarter

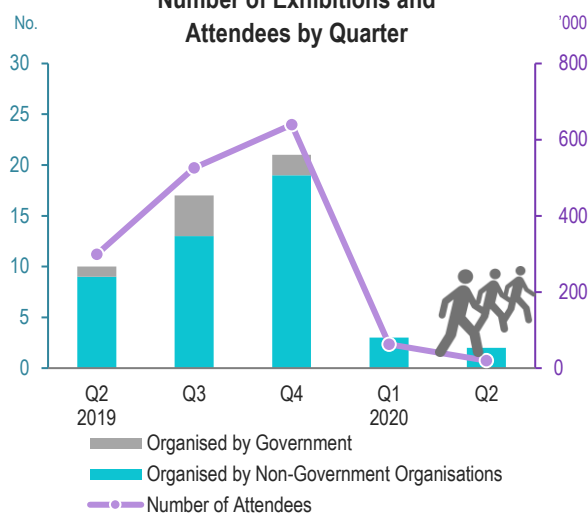


1st Half Year



Exhibitions

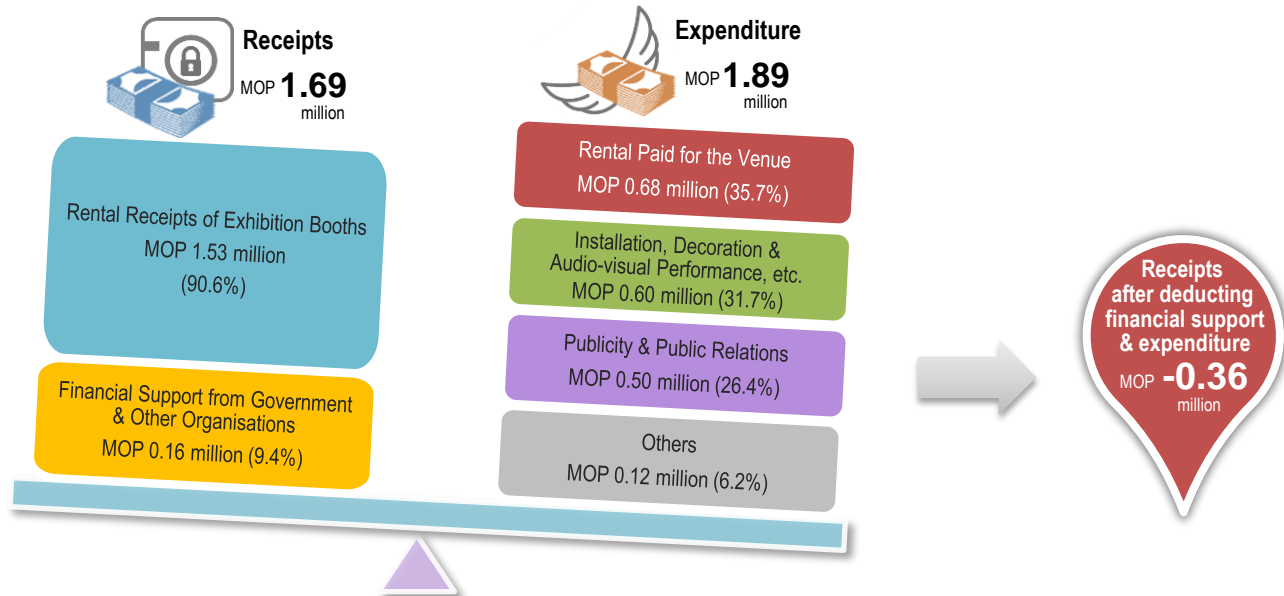
Number of Exhibitions and Attendees by Quarter



Organised by Non-Government Organisations

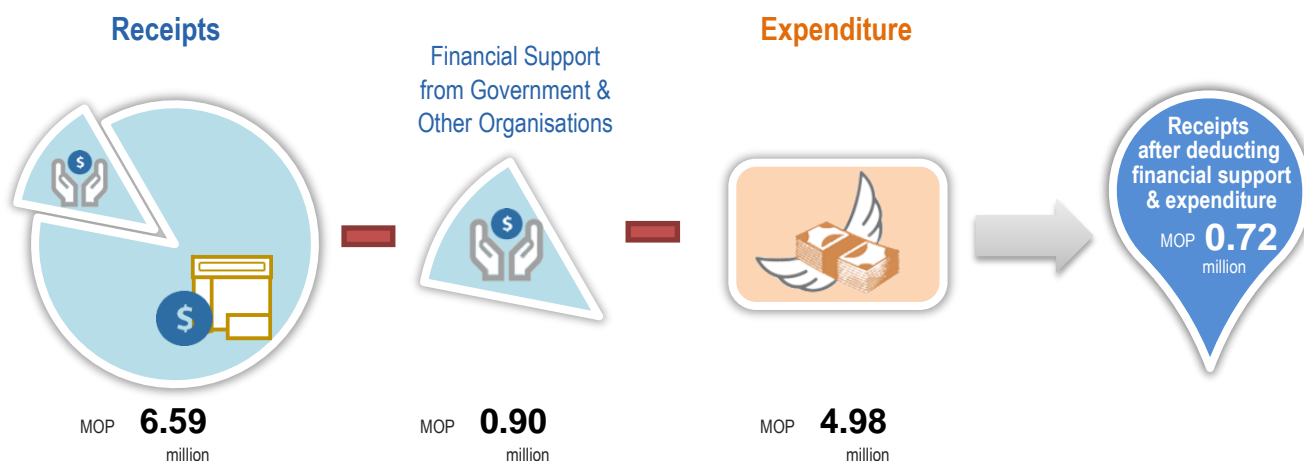
Q2	YoY	Q1-Q2	YoY
2 exhibitions	↓ 7 no.	5 exhibitions	↓ 13 no.
20 '000 attendees	↓ 92.6 %	82 '000 attendees	↓ 83.2 %
3.0 days	-	3.0 days	↓ 0.3 day
6 '000 m²	↓ 89.2 %	14 '000 m²	↓ 81.4 %

Receipts and Expenditure of Exhibitions Held by Non-Government Organisations 2nd Quarter

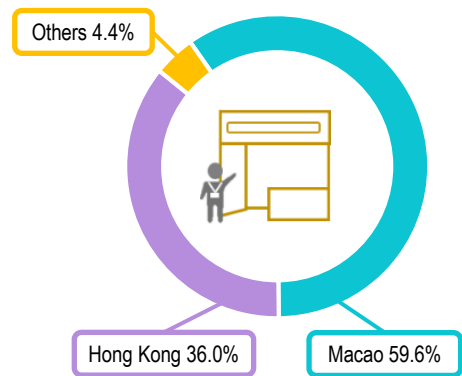
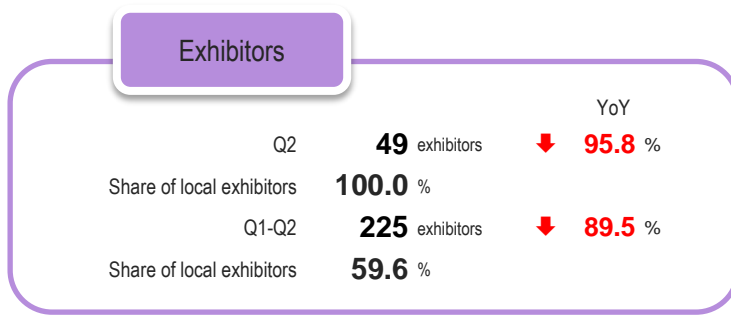


Note: "Others" includes expenditure on security services, compensation of employees, etc.

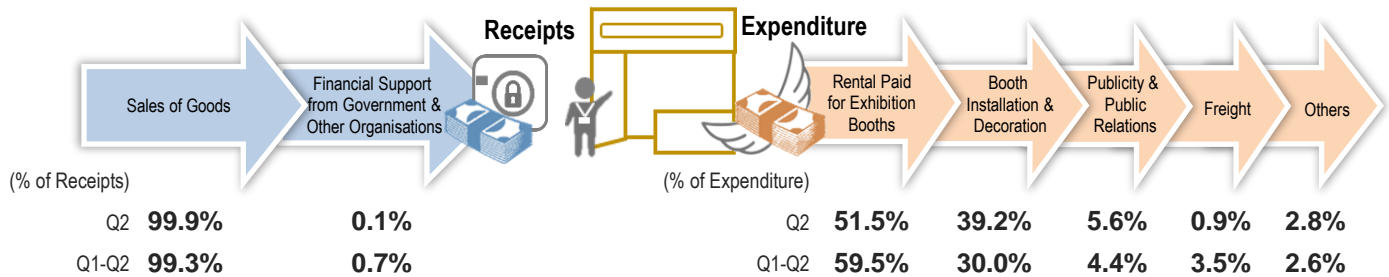
1st Half Year



Structure of Exhibitors in 1st Half Year

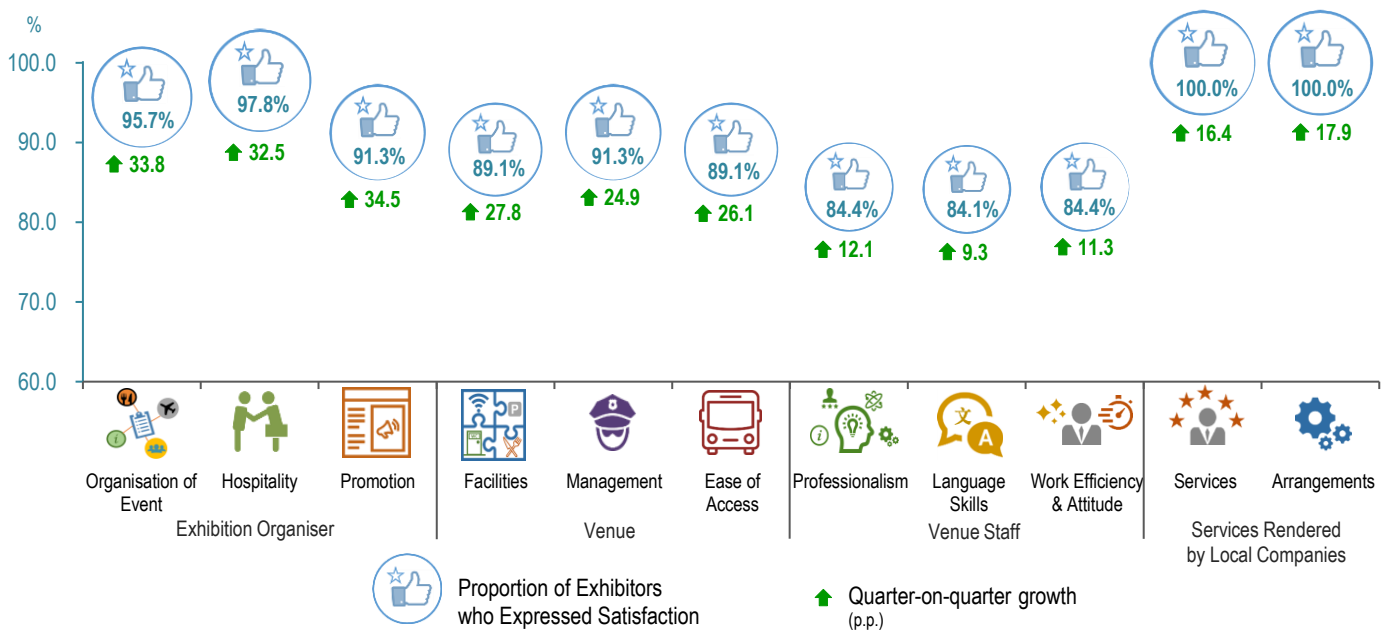


Receipts and Expenditure of Interviewed Exhibitors



Comments from Interviewed Exhibitors

2nd Quarter



Incentives



Q2	YoY	Q1-Q2	YoY
incentive	2 no.	2 incentives	5 no.
		604 participants	95.8 %
		1.5 days	2.3 days
		2 '000 m ²	98.2 %

Historical Data

	2 nd Quarter					1 st Half Year				
	2015	2016	2017	2018	2019	2015	2016	2017	2018	2019
No. of MICE Events	320	318	333	327	357	613	628	699	655	734
Meetings & Conferences	299	292	308	316	345	576	586	652	630	707
Of which: 4 hours or more	213	184	195	220	241	409	365	442	445	504
Exhibitions	16	18	11	9	10	26	22	18	19	20
Incentives	5	8	14	2	2	11	20	29	6	7
Participants and Attendees ('000)	413	468	404	408	355	670	605	626	686	688
Meeting Participants	29	36	44	99	55	54	61	99	170	139
Of which: 4 hours or more	22	26	35	91	45	42	40	79	156	119
Exhibition Attendees	384	408	351	304	299	614	518	514	497	534
Incentive Participants	1	23	9	5	1	3	25	13	19	14
Average Duration of Events (day)	1.8	1.5	1.6	1.5	1.5	1.8	1.5	1.7	1.6	1.5
Average Duration of Meetings & Conferences	1.7	1.4	1.4	1.4	1.4	1.7	1.4	1.6	1.5	1.5
Of which: 4 hours or more	2.1	1.9	2.0	1.8	1.9	2.1	2.0	2.1	1.9	1.9
Average Duration of Exhibitions	3.2	3.4	3.8	3.8	3.0	3.2	3.3	3.5	3.7	3.3
Average Duration of Incentives	2.9	2.0	3.1	3.8	6.0	3.1	1.9	3.2	3.0	3.8
Total Floor Area Used ('000 m ²)	179	377	444	564	305	327	499	744	1 301	722
Meetings & Conferences	110	157	339	459	223	207	257	608	1 046	495
Of which: 4 hours or more	88	128	309	433	190	166	194	546	997	429
Exhibitions	67	86	84	81	78	115	96	98	104	109
Incentives	2	135	22	24	4	6	146	38	151	118

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 change	↓	Decrease
m ²	Metro quadrado				

For additional information:

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

