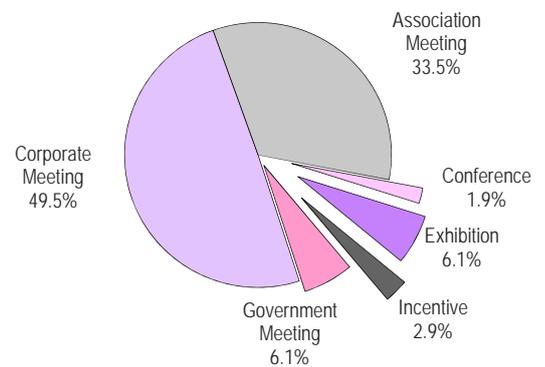


- A total of 311 MICE events were held, including 283 meetings & conferences, 19 exhibitions and 9 incentives. Total number of participants and attendees was 697,000. In the first three quarters of 2018, there were 966 MICE events with a total of 1,385,000 participants and attendees.
- Number of meetings & conferences increased by 4 year-on-year, while number of participants dropped by 20.3%. Participants attending meetings & conferences of 4 hours or more with 200 participants or more (46) registered a decrease of 26.1%. In the first three quarters, meetings & conferences fell by 18 year-on-year whereas number of participants grew by 37.0%.
- Number of exhibitions increased by 4 year-on-year, with number of attendees rising by 22.0%. In the first three quarters, number of exhibitions went up by 5 year-on-year and number of attendees grew by 9.5%.
- Number of incentives went down by 1 year-on-year while number of participants soared by 94.6%. In the first three quarters, despite a drop of 24 in number of incentives year-on-year, a surge of 73.6% in number of participants was recorded.

Principal Indicators

	Current Quarter	Change	Q1-Q3	Change
MICE Events (No.)	311	7	966	-37
No. of Participants and Attendees ('000)	697	19.9 %	1 385	14.8 %
Average Duration (day)	1.5	-0.2	1.5	-0.2
Meetings & Conferences (No.)	283	4	913	-18
No. of Participants ('000)	48	-20.3 %	217	37.0 %
Average Duration (day)	1.4	-0.1	1.4	-0.1
Of which: 4 hours or more	178	-5	622	-3
No. of Participants ('000)	39	-23.4 %	194	49.7 %
Average Duration (day)	1.9	-0.2	1.9	-0.2
Exhibitions (No.)	19	4	38	5
No. of Attendees ('000)	613	22.0 %	1 114	9.5 %
Average Duration (day)	3.3	-0.1	3.5	-
Incentives (No.)	9	-1	15	-24
No. of Participants ('000)	36	94.6 %	55	73.6 %
Average Duration (day)	2.3	-0.5	2.6	-0.5

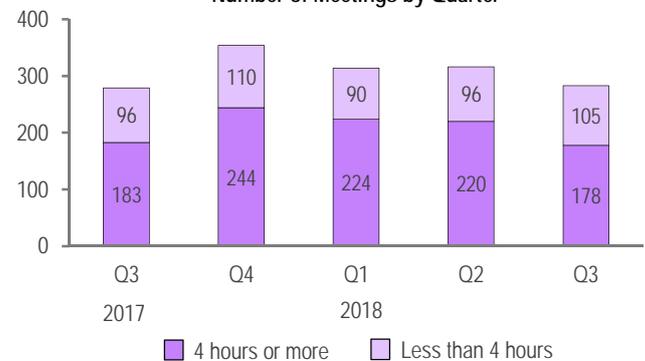
Types of Events



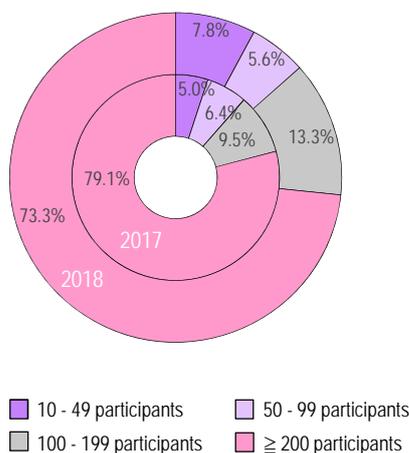
Meetings & Conferences

- Analysed by number of participants, meetings & conferences with 10 to 49 participants totalled 141 (49.8% of total), with number of participants rising by 24.3% to 3,727 (7.8% of total). There were 58 meetings & conferences with 200 participants or more (20.5%), and number of participants decreased by 26.2% to 35,000 (73.3%).

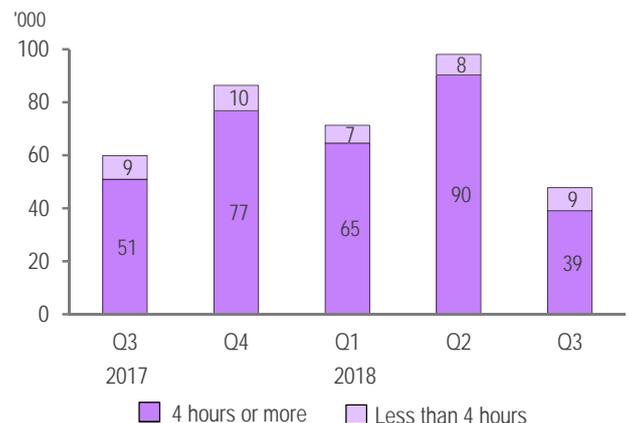
Number of Meetings by Quarter



Participants by Size of Meeting & Conference



Number of Meeting Participants by Quarter

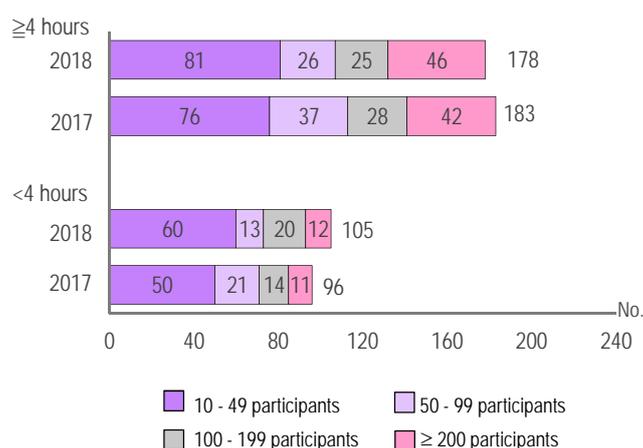


- In terms of duration of event, meetings & conferences of 4 hours or more decreased by 5 year-on-year to 178 in the third quarter, with number of participants dropping by 23.4% to 39,000. Those meetings & conferences with 200 participants or more (46) increased by 4, whereas number of participants (32,000) fell by 26.1%.

Meetings & conferences of less than 4 hours grew by 9 year-on-year to 105; however, their number of participants decreased by 2.6% to 8,673.

- In the first three quarters of 2018, a total of 913 meetings & conferences were held, a decrease of 18 year-on-year, while number of participants grew by 37.0% to 217,000; meetings & conferences of 4 hours or more totalled 622 (-3), with 194,000 participants (+49.7%).

Meetings & Conferences by Duration and Size



Meetings & Conferences by Duration and Floor Area Used

	Meetings & Conferences (No.)		Total Floor Area Used ('000 m ²)	
	Current Quarter	Q1-Q3	Current Quarter	Q1-Q3
Total	283	913	187	1 187
< 500 m ²	196	632	36	112
500 - 999	51	136	35	93
≥ 1 000	36	145	115	981
4 hours or more	178	622	155	1 105
< 500 m ²	113	390	22	72
500 - 999	32	97	23	67
≥ 1 000	33	135	111	966
Less than 4 hours	105	291	31	81
< 500 m ²	83	242	14	40
500 - 999	19	39	13	26
≥ 1 000	3	10	4	15

- In the third quarter, meetings & conferences occupied a total floor area of 187,000 m², down by 32.5% year-on-year; total floor area used for those of 4 hours or more decreased by 36.1% to 155,000 m² (83.2% of total).

Meetings & conferences with a floor area of less than 500 m² increased by 2 year-on-year to 196, whereas total floor area used dropped by 11.6% to 36,000 m².

Meetings & conferences with a floor area of 1,000 m² or more totalled 36 (-2); total floor area used declined by 43.4% year-on-year to 115,000 m², of which 96.2% (111,000 m²) was occupied by meetings & conferences of 4 hours or more.

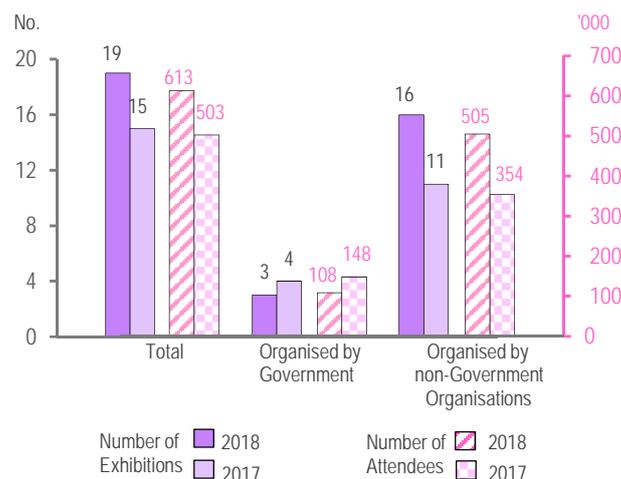
- Total floor area used for meetings & conferences in the first three quarters reached 1,187,000 m², a growth of 34.1% year-on-year; meanwhile, meetings & conferences of 4 hours or more occupied a total floor area of 1,105,000 m², up by 40.0%.

Exhibitions

- Among the 19 exhibitions organised in the third quarter, 11 had previously been held in the same quarter of 2017. Number of attendees (613,000) and total floor area used (56,000 m²) increased by 22.0% and 8.1% respectively year-on-year; however, the average duration of these exhibitions went down by 0.1 day to 3.3 days.

Exhibitions organised by non-government organisations totalled 16, an increase of 5 year-on-year, and number of attendees surged by 42.4% to 505,000. Exhibitions organised by the government decreased by 1 year-on-year to 3, with number of attendees dropping by 26.8% to 108,000.

Number of Exhibitions and Attendees



Exhibitions by Type of Organiser

	Exhibitions (No.)		No. of Attendees ('000)		Total Floor Area Used ('000 m ²)	
	Current Quarter	Q1-Q3	Current Quarter	Q1-Q3	Current Quarter	Q1-Q3
Total	19	38	613	1 114	56	160
Organised by Government	3	5	108	159	19	47
Organised by Non-Government Organisations	16	33	505	955	37	113

- In the first three quarters, number of exhibitions increased by 5 year-on-year to 38, with number of attendees rising by 9.5% to 1,114,000; total floor area used grew by 7.1% to 160,000 m². Regarding the 33 exhibitions organised by non-government organisations, number of attendees (955,000) and total floor area used (113,000 m²) rose by 11.1% and 8.1% respectively. Number of exhibitions organised by the government remained at 5, with number of attendees (159,000) and total floor area used (47,000 m²) increasing by 0.7% and 4.7% respectively.

Main Items of Receipts and Expenditure of Interviewed Exhibition Organisers

	Current Quarter			'000 MOP Q1-Q3
	Total	Organised by Government	Organised by non-Government Organisations	
No. of Exhibitions	19	3	16	38
Receipts	18 287	2 039	16 249	108 261
Of which:				
Rental Receipts of Exhibition Booths	11 299	1 611	9 688	92 493
Financial Support from Government and Other Organisations	6 301	-	6 301	10 324
Expenditure	46 918	27 933	18 985	124 508
Of which:				
Production, Construction & Decoration	12 398	6 827	5 571	28 517
Publicity & Public Relations	9 645	4 699	4 946	27 197
Rental Paid for the Venue	5 375	2 661	2 714	15 572
Accommodation, Food & Beverages	3 976	3 034	941	17 249

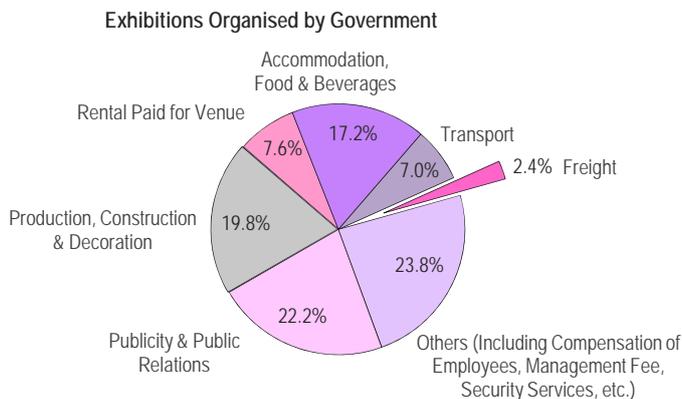
Receipts and Expenditure of Interviewed Exhibition Organisers

- According to the information provided by the 19 exhibition organisers in the third quarter, receipts of the exhibitions amounted to MOP 18.29 million, with 61.8% generating from rental of exhibition booths (MOP 11.30 million). Expenditure totalled MOP 46.92 million, which was mainly incurred on production, construction & decoration (MOP 12.40 million) and publicity & public relations (MOP 9.65 million), accounting for 26.4% and 20.6% respectively of the total.

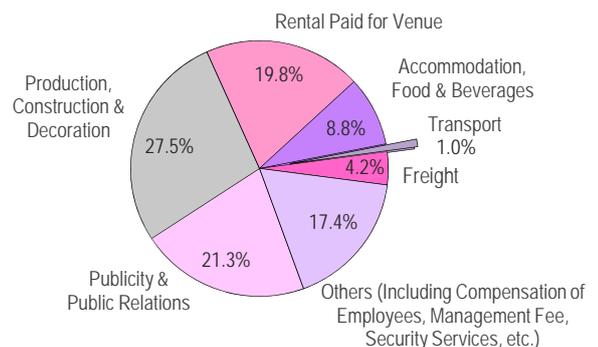
The 16 exhibitions organised by non-government organisations generated MOP 16.25 million in receipts, of which 59.6% came from rental of exhibition booths (MOP 9.69 million), and 38.8% from financial support from government and other organisations (MOP 6.30 million), down by 7.1 percentage points from 45.9% in the third quarter of 2017. Expenditure of these exhibitions amounted to MOP 18.99 million, which was mostly spent on production, construction & decoration (MOP 5.57 million) and publicity & public relations (MOP 4.95 million).

Receipts of the 3 exhibitions organised by the government totalled MOP 2.04 million, of which MOP 1.61 million were generated from rental of exhibition booths. Total expenditure of these exhibitions was MOP 27.93 million, with cost on production, construction & decoration and publicity & public relations amounting to MOP 6.83 million and 4.70 million respectively.

Structure of Expenditure for Exhibitions in Q1-Q3



Exhibitions Organised by Non-Government Organisations



- In accordance with the information collected from the 38 exhibition organisers in the first three quarters of 2018, receipts and expenditure of the exhibitions amounted to MOP 108 million and MOP 125 million respectively. Rental of exhibition booths (MOP 92.49 million) constituted 85.4% of their receipts, whereas production, construction & decoration (MOP 28.52 million) and publicity & public relations (MOP 27.20 million) made up 22.9% and 21.8% of their expenditure respectively.

- Receipts of the 33 exhibitions organised by non-government organisations totalled MOP 102 million, corresponding to net receipts of MOP 52.23 million after deducting the expenditure (MOP 49.94 million). In order to analyse the marketisation of the exhibition industry, financial support from government and other organisations (MOP 10.07 million) was excluded from the net receipts to yield an amount of MOP 42.16 million, which was larger than MOP 31.00 million in the first three quarters of 2017.

Booths, Exhibitors and Professional Visitors of Exhibitions

	Exhibitions for Current Quarter			No. Exhibitions for Q1-Q3
	Total	Organised by Government	Organised by non-Government Organisations	
Booths	2 100	547	1 553	6 181
Exhibitors	1 503	513	990	3 377
Of which:				
Mainland China	320	209	111	841
Hong Kong	261	34	227	657
Macao	753	183	570	1 390
Professional Visitors	25 342	2 214	23 128	52 137
Of which:				
Mainland China	4 777	1 107	3 670	9 550
Hong Kong	2 204	65	2 139	4 768
Macao	18 192	928	17 264	28 633

Exhibitors and Professional Visitors of Exhibitions

- The 19 exhibitions in the third quarter had a total of 2,100 booths. These exhibitions attracted 1,503 exhibitors; among them, 50.1% were from Macao and 21.3% from Mainland China. Professional visitors totalled 25,000, and 71.8% of them were local residents.

Regarding the exhibitions organised by non-government organisations, 990 exhibitors were registered, with those from Macao and Hong Kong constituting 57.6% and 22.9% respectively; professional visitors totalled 23,000 and 74.6% of them were from Macao.

- In the first three quarters, a total of 3,377 exhibitors were recorded, with those from Macao and Mainland China taking up 41.2% and 24.9% respectively. There were 52,000 professional visitors and 54.9% of them were from Macao. As regards exhibitions organised by non-government organisations, exhibitors totalled 1,948 and professional visitors reached 42,000.

Structure of Receipts and Expenditure of Interviewed Exhibitors

	Current Quarter	Same Quarter Last Year	Q1-Q3 of 2018	Q1-Q3 of 2017
Receipts	100.0	100.0	100.0	100.0
Sales of Products	94.6	89.6	97.2	97.5
Financial Support from Government & Other Organisations and Others	5.4	10.4	2.8	2.5
Expenditure	100.0	100.0	100.0	100.0
Rental Paid for Exhibition Booth	65.1	65.4	57.4	57.7
Booth Decoration & Construction	17.9	15.2	26.9	24.6
Publicity & Public Relations	6.4	8.5	5.8	6.3
Freight and Others	10.6	10.9	9.9	11.4

Structure of Receipts and Expenditure of Interviewed Exhibitors

- Information from 878 interviewed exhibitors in the third quarter indicated that 94.6% of their receipts were generated from sales of products, while rental paid for exhibition booths constituted 65.1% of their expenditure.
- In the first three quarters, information collected from the 1,679 exhibitors reflected that 97.2% of their receipts came from sales of products, and their expenditure was primarily incurred on rental paid for exhibition booths (57.4% of total) and booth decoration & construction (26.9%).

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									
Coordination	100.0	70.2	-5.6	23.8	6.1	4.7	0.4	1.3	-0.9
Hospitality	97.9	73.7	-5.8	22.4	5.5	2.0	-0.3	1.9	0.6
Promotion	99.7	57.8	-7.6	26.4	6.2	13.4	-	2.4	1.4
Venue									
Facilities	100.0	71.1	-2.3	18.5	2.0	10.1	0.5	0.3	-0.2
Management	100.0	79.3	-2.8	17.2	3.2	2.7	0.1	0.8	-0.5
Ease of Access	100.0	75.9	-3.8	18.1	3.1	5.9	1.6	0.1	-0.9
Venue Staff									
Professionalism	98.5	79.4	-3.6	16.1	5.1	1.5	0.2	3.0	-1.7
Language Skills	98.4	81.4	-0.7	14.4	2.5	0.7	-0.2	3.5	-1.6
Work Efficiency & Attitude	98.3	79.5	-3.2	16.3	6.2	1.9	-0.4	2.3	-2.6
Services Rendered by Local Companies									
Services	49.7	74.8	-8.2	23.4	10.6	1.4	-0.9	0.4	-1.5
Arrangements	49.7	74.8	-5.8	23.2	8.0	-	-2.3	2.0	0.1

Comments from Interviewed Exhibitors

- Regarding comments from the interviewed exhibitors, their satisfaction towards all of the facilities and services recorded decreases quarter-to-quarter. Among the exhibitors who had used services rendered by local companies, the proportions of those who were satisfied with the services and arrangements of the local companies were both 74.8%, representing a decrease of 8.2 percentage points and 5.8 percentage points respectively quarter-to-quarter.
- With respect to the planning & organisation of exhibition, 57.8% of the exhibitors complimented on the promotion of the exhibition, down by 7.6 percentage points quarter-to-quarter; the proportions of those who were satisfied with the hospitality (73.7%) and coordination (70.2%) of the exhibition dropped by 5.8 percentage points and 5.6 percentage points respectively.
- As regards the venue, the proportions of exhibitors who were satisfied with the ease of access (75.9%), management (79.3%) and facilities (71.1%) of the venue fell by 3.8 percentage points, 2.8 percentage points and 2.3 percentage points respectively.
- Exhibitors who were satisfied with the professionalism (79.4%) and work efficiency & attitude (79.5%) of venue staff dropped by 3.6 percentage points and 3.2 percentage points respectively year-on-year; and those who complimented on the language skills of the staff edged down by 0.7 percentage points to 81.4%.

Incentives

- There were 9 incentives held in the third quarter, with 36,000 participants. The average duration of these events decreased by 0.5 day year-on-year to 2.3 days, while total floor area used rose by 36.9% to 230,000 m².
- A total of 15 incentives were held in the first three quarters, down by 24 year-on-year. Number of participants (55,000) and total floor area used (381,000 m²) soared by 73.6% and 84.9% respectively; however, the average duration of these events dropped by 0.5 day to 2.6 days.

Number of Incentives and Participants



Historical Data for 3rd Quarter

	2013	2014	2015	2016	2017
No. of MICE Events	226	240	288	277	304
Meetings & Conferences	205	214	251	257	279
Of which: 4 hours or more	162	155	189	171	183
Exhibitions	21	26	29	17	15
Incentives	~	~	8	3	10
Participants and Attendees ('000)	625	725	1 018	627	581
Meeting Participants	32	29	23	45	60
Of which: 4 hours or more	29	22	17	37	51
Exhibition Attendees	593	695	994	577	503
Incentive Participants	~	~	1	6	18
Average Duration of Events (day)	1.9	2.0	1.9	1.6	1.7
Average Duration of Meetings & Conferences	1.8	1.9	1.7	1.4	1.5
Of which: 4 hours or more	2.1	2.4	2.2	1.9	2.1
Average Duration of Exhibitions	3.1	3.4	3.3	3.5	3.4
Average Duration of Incentives	~	~	2.6	3.7	2.8
Total Floor Area Used ('000 m ²)	148	161	200	209	496
Meetings & Conferences	92	85	99	130	277
Of which: 4 hours or more	83	65	81	107	243
Exhibitions	57	76	96	59	52
Incentives	~	~	5	20	168

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:

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

MOP Macao Pataca
 p.p. Percentage point
 m² Square metre
 No. Number



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