

- A total of 341 MICE events were held in the third quarter, including 320 meetings & conferences, 17 exhibitions and 4 incentives. Number of participants and attendees totalled 583,000, a drop of 16.3% year-on-year. In the first three quarters of 2019, there were 1,075 MICE events, with total number of participants and attendees falling by 8.3% year-on-year to 1,268,000.
- Number of meetings & conferences increased by 37 year-on-year, with number of participants rising by 17.9%. Among the meetings & conferences, those with a duration of 4 hours or more grew by 53, and the number of participants surged by 21.6%. In the first three quarters, number of meetings & conferences showed a year-on-year growth of 114 while number of participants decreased by 11.2%.
- Number of exhibitions went down by 2 year-on-year, and number of attendees dropped by 14.3%. In the first three quarters, exhibitions decreased by 1 year-on-year and number of attendees reduced by 4.5%.
- Number of incentives dropped by 5 year-on-year and number of participants plunged by 97.2%. In the first three quarters, number of incentives went down by 4 year-on-year, with number of participants tumbling by 72.1%.

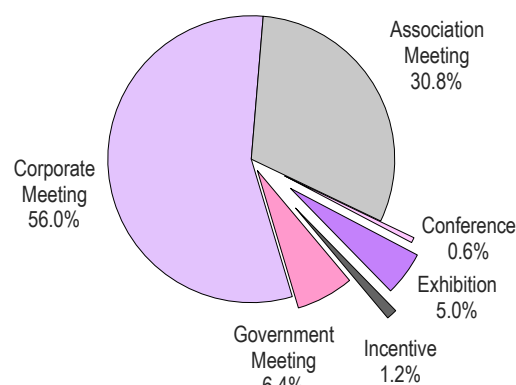
Principal Indicators

	Current Quarter	Change	Q1 - Q3	Change
MICE Events (No.)	341	30	1 075	109
No. of Participants and Attendees ('000)	583	-16.3 %	1 268	-8.3 %
Average Duration (day)	1.6	0.1	1.5	-
Meetings & Conferences (No.)	320	37	1 027	114
No. of Participants ('000)	56	17.9 %	193	-11.2 %
Average Duration (day)	1.5	0.1	1.5	0.1
Of which: 4 hours or more	230	53	734	112
No. of Participants ('000)	47	21.6 %	164	-15.8 %
Average Duration (day)	1.8	-0.1	1.8	-0.1
Exhibitions (No.)	17	-2	37	-1
No. of Attendees ('000)	526	-14.3 %	1 060	-4.5 %
Average Duration (day)	3.5	0.2	3.4	-0.1
Incentives (No.)	4	-5	11	-4
No. of Participants ('000)	1	-97.2 %	15	-72.1 %
Average Duration (day)	1.8	-0.5	3.0	0.4

Meetings & Conferences

- Analysed by size of event, there were 217 meetings & conferences with less than 100 participants in the third quarter, an increase of 36 year-on-year. Participants of these meetings & conferences rose by 21.9% to 7,837. Meetings & conferences with 200 participants or more decreased by 2 year-on-year to 56, whereas number of participants grew by 20.1% to 42,000.

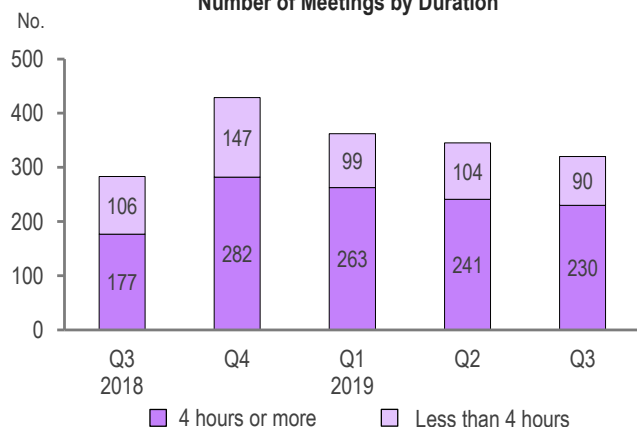
Types of Events



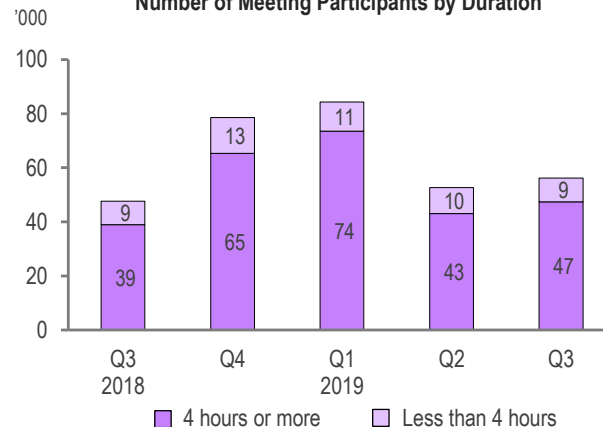
Meetings and Participants by Size of Meeting & Conference

	Meetings & Conferences (No.)		Participants (No.)	
	Current Quarter	Difference	Current Quarter	Change (%)
Total	320	37	56 195	17.9
10 - 49 participants	156	14	3 695	-1.6
50 - 99	61	22	4 142	55.0
100 - 199	47	3	6 339	1.4
≥ 200	56	-2	42 019	20.1

Number of Meetings by Duration



Number of Meeting Participants by Duration



- As regards duration of event, a total of 230 meetings & conferences of 4 hours or more were held in the third quarter, a growth of 53 year-on-year. Number of participants totalled 47,000, a growth of 21.6%.

Meetings & conferences of less than 4 hours decreased by 16 year-on-year to 90, and yet number of participants rose by 1.4% to 8,824.

- A total of 1,027 meetings & conferences were held in the first three quarters of 2019, an uplift of 114 year-on-year. However, number of participants dropped by 11.2% to 193,000, as a consequence of a plunge in number of those attending meetings & conferences with 200 participants or more in the second quarter of 2019. Meetings & conferences of 4 hours or more increased by 112 to 734 year-on-year, while number of participants fell by 15.8% to 164,000.

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	320	1 027	237	729
< 500 m ²	237	745	44	139
500 - 999	42	144	29	98
≥ 1 000	41	138	164	492
4 hours or more	230	734	202	627
< 500 m ²	170	515	32	96
500 - 999	29	101	20	70
≥ 1 000	31	118	150	461
Less than 4 hours	90	293	35	101
< 500 m ²	67	230	12	42
500 - 999	13	43	9	27
≥ 1 000	10	20	15	31

Exhibitions

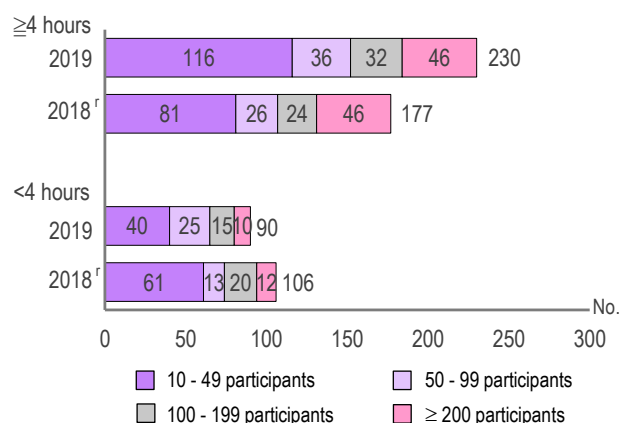
- Among the 17 exhibitions held in the third quarter, 11 of them were previously held in the same quarter last year. Number of attendees decreased by 14.3% year-on-year to 526,000, whereas the total floor area used increased by 9.4% to 61,000 m². The average duration of the exhibitions extended by 0.2 day year-on-year to 3.5 days.

Exhibitions organised by non-government organisations went down by 3 year-on-year to 13, with 416,000 attendees (-17.5%) and a total floor area of 33,000 m² (-9.9%). Exhibitions organised by the government went up by 1 year-on-year to 4, and number of attendees edged up by 0.8% to 109,000. Moreover, the total floor area occupied by these exhibitions soared by 46.6% to 28,000 m².

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	17	37	526	1 060	61	170
Organised by Government	4	6	109	154	28	63
Organised by Non-Government Organisations	13	31	416	906	33	107
< 20 000 attendees	8	16	42	84	18	65
≥ 20 000	5	15	374	822	15	42

Meetings & Conferences by Duration and Size

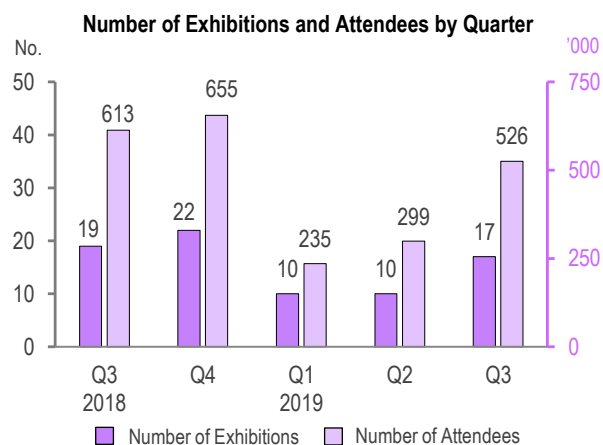


- Total floor area used for meetings & conferences expanded by 25.4% year-on-year to 237,000 m² in the third quarter, of which the floor area used for those with a duration of 4 hours or more surged by 28.2% to 202,000 m² (85.1% of total).

There were 237 meetings & conferences occupying a floor area of less than 500 m², an increase of 42 year-on-year; however, the floor area used (44,000 m²) for these meetings & conferences took up merely 18.5% of the total.

Number of meetings & conferences with a floor area of 1,000 m² or more went up by 3 year-on-year to 41, and the total floor area used expanded by 38.9% to 164,000 m² (69.4% of total).

- In the first three quarters, a total floor area of 729,000 m² was used for meetings & conferences, a decline of 41.0% year-on-year. Number of meetings & conferences occupying a floor area of 1,000 m² or more (138) decreased by 9, and the total floor area used dropped notably by 52.3% to 492,000 m².



- In the first three quarters, a total of 37 exhibitions were held, down by 1 year-on-year. Number of attendees (1,060,000) fell by 4.5%, while total floor area used (170,000 m²) rose by 6.2%.

Exhibitions organised by non-government organisations dropped by 2 year-on-year to 13, with number of attendees (906,000) and total floor area used (107,000 m²) reducing by 5.1% and 5.3% respectively. There were 6 exhibitions organised by the government, an increase of 1 year-on-year; number of attendees (154,000) inched down by 0.9% whereas total floor area used (63,000 m²) expanded by 34.0%.

Main Items of Receipts and Expenditure of Interviewed Exhibition Organisers

	Current Quarter			Q1 - Q3
	Total	Organised by Government	Organised by Non-Government Organisations	
No. of Exhibitions	17	4	13	37
Receipts ('000 MOP)	21 869	729	21 140	105 760
Of which:				
Rental Receipts of Exhibition Booths	11 889	729	11 160	86 717
Financial Support from Government and Other Organisations	9 967	-	9 967	13 693
Expenditure	63 550	45 077	18 474	155 400
Of which:				
Installation, Decoration & Audio-visual Performance, etc.	26 433	19 292	7 140	47 894
Publicity & Public Relations	8 966	5 206	3 760	25 541
Rental Paid for the Venue	6 640	3 527	3 113	19 436
Accommodation, Food & Beverages	4 965	4 332	633	18 337

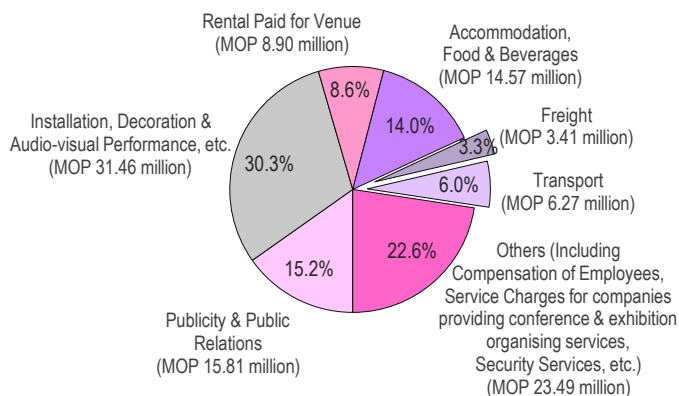
Receipts and Expenditure of Interviewed Exhibition Organisers

- According to the information on the 17 exhibitions provided by the organisers in the third quarter, their receipts amounted to MOP 21.87 million, of which rental of exhibition booths (MOP 11.89 million) constituted 54.4%. Expenditure added up to MOP 63.55 million, with installation, decoration & audio-visual performance, etc. (MOP 26.43 million) taking up 41.6%.

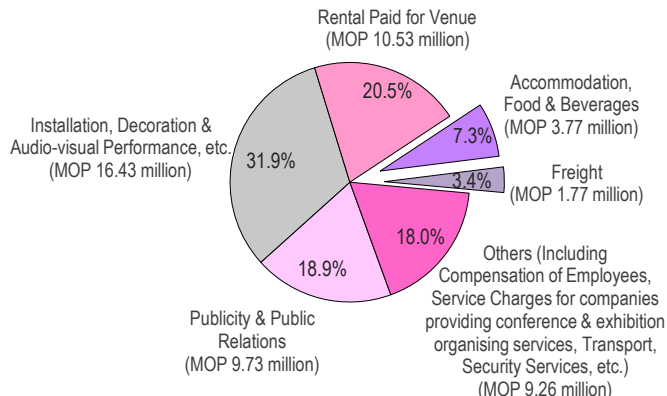
Receipts of the 13 exhibitions held by non-government organisations surged by 37.7% year-on-year to MOP 21.14 million, of which 52.8% were generated from rental of exhibition booths; financial support from the government and other organisations (MOP 9.97 million) accounted for 47.1% of the total, up by 11.9 percentage points. Meanwhile, expenditure of these exhibitions decreased by 2.7% year-on-year to MOP 18.47 million, with 38.7% being incurred on installation, decoration & audio-visual performance, etc. (MOP 7.14 million). After deducting expenditure as well as financial support from the government and other organisations from receipts, these exhibitions recorded a negative value of MOP 7.30 million; yet, a slight improvement as compared to the negative amount of MOP 9.04 million in the third quarter of 2018.

Structure of Expenditure for Exhibitions in Q1 - Q3

Exhibitions Organised by Government



Exhibitions Organised by Non-Government Organisations



- In accordance with the information on the 37 exhibitions provided by the organisers in the first three quarters of 2019, their receipts and expenditure stood at MOP 106 million and MOP 155 million respectively. Receipts were mainly yielded from rental of exhibition booths (MOP 86.72 million), which accounted for 82.0% of the total. Meanwhile, expenditure was mostly incurred on installation, decoration & audio-visual performance, etc. (MOP 47.89 million) and publicity & public relations (MOP 25.54 million), which together constituted 47.3% of the total.

- Receipts of the 31 exhibitions organised by non-government organizations totalled MOP 101 million. After deducting expenditure (MOP 51.50 million) and financial support from the government and other organisations (MOP 13.44 million), these exhibitions recorded net receipts of MOP 36.43 million, a decrease of 13.6% from the MOP 42.16 million in the first three quarters of 2018.

Exhibitors and Professional Visitors of Exhibitions

- The exhibitions held in the third quarter attracted 1,582 exhibitors, and 46.1% of them were locals while 21.7% came from mainland China. Professional visitors soared by 53.6% year-on-year to 39,000, with those from Macao and mainland China accounting for 49.7% and 29.3% of the total respectively.

A total of 876 exhibitors took part in the exhibitions organised by non-government organisations, with local exhibitors making up 60.2%. Number of professional visitors was 34,000, and 51.7% of them were locals.

- In the first three quarters of 2019, exhibitors and professional visitors totalled 3,723 and 55,000 respectively, with those from Macao comprising 37.2% and 43.5% of the respective total. There were 2,050 exhibitors who participated in the exhibitions organised by non-government, and number of professional visitors added up to 45,000.

	Current Quarter			No. Q1 - Q3
	Total	Organised by Government	Organised by Non-Government Organisations	
Booths	1 925	740	1 185	5 816
Exhibitors	1 582	706	876	3 723
Of which:				
Mainland China	344	291	53	901
Hong Kong	255	34	221	755
Macao	729	202	527	1 386
Professional Visitors	38 923	5 030	33 893	55 388
Of which:				
Mainland China	11 410	2 060	9 350	15 539
Hong Kong	6 077	986	5 091	7 526
Macao	19 360	1 832	17 528	24 076

Structure of Receipts and Expenditure of Interviewed Exhibitors

		Same		%
	Current	Quarter	Q1 - Q3	Q1 - Q3
	Quarter	Last	of 2019	of 2018
		Year		
Receipts	100.0	100.0	100.0	100.0
Sales of Products	95.7	94.6	96.4	97.2
Financial Support from Government & Other Organisations and Others	4.3	5.4	3.6	2.8
Expenditure	100.0	100.0	100.0	100.0
Rental Paid for Exhibition Booth	64.3	65.1	56.7	57.4
Booth Installation & Decoration	17.5	17.9	30.0	26.9
Publicity & Public Relations	7.9	6.4	4.5	5.8
Freight and Others	10.3	10.6	8.8	9.9

Structure of Receipts and Expenditure of Interviewed Exhibitors

- Information provided by the 977 interviewed exhibitors in the third quarter indicated that sales of products constituted 95.7% of their receipts, while rental paid for exhibition booths took up 64.3% of their expenditure.
- According to the information collected from the 2,164 exhibitors in the first three quarters of 2019, the majority of their receipts were generated from sales of products (96.4% of total), whereas their expenditure was mainly incurred on rental paid for exhibition booths (56.7% of total) and booth installation & decoration (30.0%).

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	99.1	83.9	4.1	14.4	-0.8	1.3	-2.7	0.4	-0.6
Hospitality	98.4	84.5	4.9	13.8	-1.9	1.4	-1.1	0.3	-1.9
Promotion	98.9	75.6	7.8	14.4	-3.4	8.5	-3.4	1.5	-1.0
Venue									
Facilities	100.0	82.0	6.0	13.7	-1.4	3.9	-4.9	0.4	0.3
Management	100.0	85.0	4.4	13.5	-1.3	1.2	-2.0	0.3	-1.1
Ease of Access	100.0	82.8	4.9	13.3	-2.1	3.6	-2.0	0.3	-0.8
Venue Staff									
Professionalism	99.3	86.4	-0.4	10.4	0.3	1.1	-0.2	2.1	0.3
Language Skills	99.2	86.9	0.4	10.1	-	1.0	-0.6	2.0	0.2
Work Efficiency & Attitude	99.2	86.5	0.6	10.3	-1.1	1.0	-	2.2	0.5
Services Rendered by Local Companies									
Services	48.3	76.1	-6.4	7.4	-2.5	0.4	-1.3	16.1	10.2
Arrangements	48.3	76.1	-7.1	7.4	-2.5	0.2	-0.5	16.3	10.1

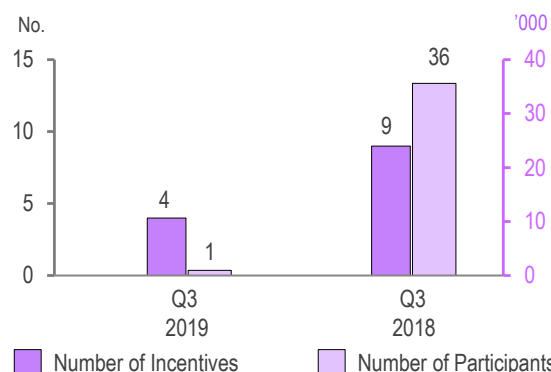
Comments from Interviewed Exhibitors

- Regarding comments from the interviewed exhibitors in the third quarter, the proportions of exhibitors who complimented on the language skills (86.9%) and efficiency & attitude (86.5%) of the venue staff were relatively high, up slightly by 0.4 percentage points and 0.6 percentage points respectively quarter-to-quarter; yet, the share of those who were satisfied with professionalism (86.4%) of the staff inched down by 0.4 percentage points.
- As regards the venue, the shares of exhibitors who expressed satisfaction with the management (85.0%), ease of access (82.8%) and facilities (82.0%) rose by 4.4 percentage points, 4.9 percentage points and 6.0 percentage points respectively quarter-to-quarter.
- The proportions of exhibitors who complimented on the hospitality (84.5%) and organisation of the event (83.9%) increased by 4.9 percentage points and 4.1 percentage points respectively quarter-to-quarter. Moreover, the share of exhibitors who were satisfied with the promotion of the exhibitions (75.6%) leapt by 7.8 percentage points quarter-to-quarter, whereas the proportion of those who considered that promotion should be improved (8.5%) fell by 3.4 percentage points.
- 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 companies both stood at 76.1%, down remarkably by 6.4 percentage points and 7.1 percentage points respectively quarter-to-quarter.

Incentives

- Number of incentives went down by 5 year-on-year, with number of participants (980) and total floor area used (7,243 m²) tumbling by 97.2% and 96.9% respectively. The average duration of these incentives shortened by 0.5 day to 1.8 days.
- In the first three quarters of 2019, number of incentives dropped by 4 year-on-year to 11; number of participants (15,000) and total floor area used (126,000 m²) of these incentives tumbled by 72.1% and 67.0% respectively. However, the average duration of the incentives extended by 0.4 day year-on-year to 3.0 days.

Number of Incentives and Participants



Historical Data

	3 rd Quarter					Q1 - Q3				
	2014	2015	2016	2017	2018	2014	2015	2016	2017	2018
No. of MICE Events	240	288	277	304	311	740	901	905	1 003	966
Meetings & Conferences	214	251	257	279	283	683	827	843	931	913
Of which: 4 hours or more	155	189	171	183	177	503	598	536	625	622
Exhibitions	26	29	17	15	19	57	55	39	33	38
Incentives	~	8	3	10	9	~	19	23	39	15
Participants and Attendees ('000)	725	1 018	627	581	697	1 551	1 688	1 232	1 207	1 382
Meeting Participants	29	23	45	60	48	91	77	106	158	218
Of which: 4 hours or more	22	17	37	51	39	71	59	77	129	195
Exhibition Attendees	695	994	577	503	613	1 460	1 608	1 095	1 017	1 110
Incentive Participants	~	1	6	18	36	~	3	31	31	55
Average Duration of Events (day)	2.0	1.9	1.6	1.7	1.5	2.0	1.8	1.5	1.7	1.5
Average Duration of Meetings & Conferences	1.9	1.7	1.4	1.5	1.4	1.9	1.7	1.4	1.5	1.4
Of which: 4 hours or more	2.4	2.2	1.9	2.1	1.9	2.4	2.1	1.9	2.1	1.9
Average Duration of Exhibitions	3.4	3.3	3.5	3.4	3.3	3.3	3.3	3.4	3.5	3.5
Average Duration of Incentives	~	2.6	3.7	2.8	2.3	~	2.9	2.1	3.1	2.6
Total Floor Area Used ('000 m ²)	161	200	209	496	475	528	528	708	1 240	1 776
Meetings & Conferences	85	99	130	277	189	338	306	387	885	1 235
Of which: 4 hours or more	65	81	107	243	157	288	247	301	789	1 154
Exhibitions	76	96	59	52	56	190	211	155	150	160
Incentives	~	5	20	168	230	~	11	166	206	381

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	~	No figure provided	p.p.	Percentage point
%	Percentage	'000	Thousand	m ²	Square metre
^r	Revised figures	MOP	Macao Pataca	No.	Number



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