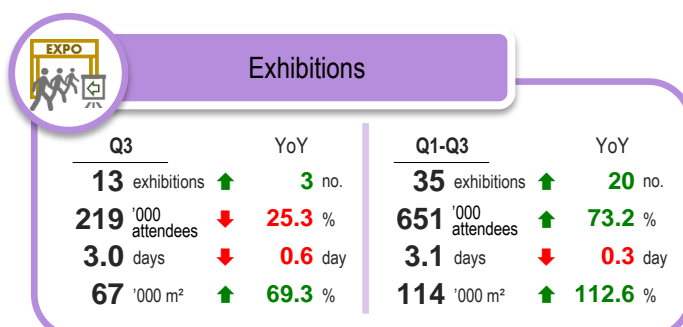
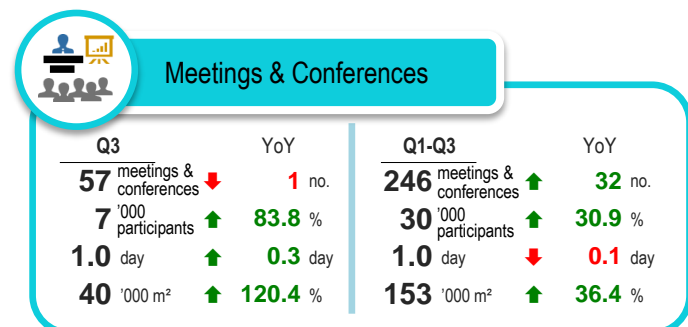
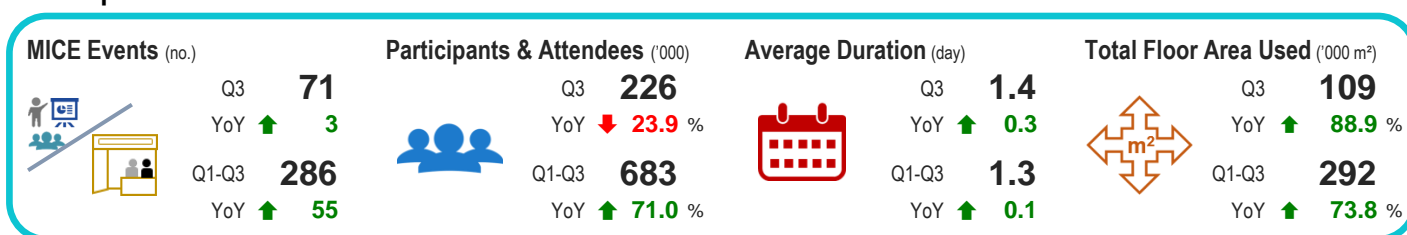
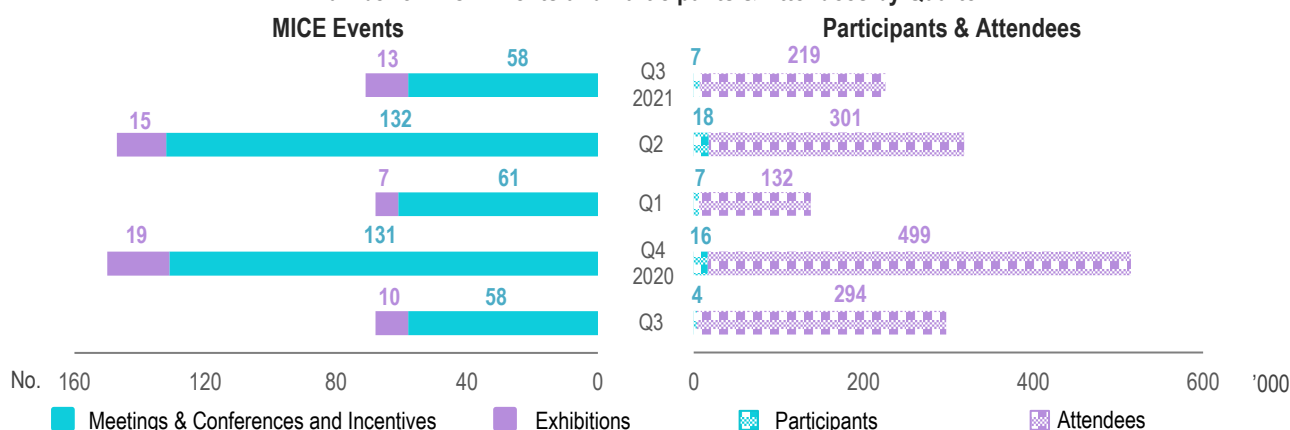


- A total of 71 MICE events were held in the third quarter, including 57 meetings & conferences, 13 exhibitions and 1 incentive; number of participants & attendees totalled 226,000. In the first three quarters of 2021, there were 286 MICE events, with a total of 683,000 participants and attendees.
- Number of meetings & conferences decreased by 1 year-on-year, while number of participants (6,695) leapt by 83.8%; the average duration of the meetings & conferences (1.0 day) extended by 0.3 day. In the first three quarters, meetings & conferences (246) went up by 32 year-on-year and number of participants (30,000) grew by 30.9%; however, the average duration (1.0 day) shortened slightly by 0.1 day.
- Number of exhibitions rose by 3 year-on-year, whereas number of attendees (219,000) dropped by 25.3%; the average duration of the exhibitions (3.0 days) decreased by 0.6 day. In the first three quarters, exhibitions (35) increased by 20 year-on-year, with number of attendees (651,000) surging by 73.2%; the average duration (3.1 days) went down by 0.3 day.
- In accordance with the information on 13 exhibitions in the third quarter, their receipts and expenditure amounted to MOP11.11 million and MOP36.10 million respectively. There were 11 exhibitions organised by non-government organisations, and their receipts amounted to MOP9.99 million; these exhibitions recorded a loss of MOP5.34 million in receipts after the deduction of expenditure (MOP13.15 million) and financial support from government/organisations (MOP2.17 million). Meanwhile, receipts and expenditure of the 35 exhibitions in the first three quarters stood at MOP27.21 million and MOP50.64 million respectively. Receipts of the 33 exhibitions held by non-government organisations totalled MOP26.08 million; these exhibitions posted a loss of MOP6.33 million in receipts after the deduction of expenditure (MOP27.69 million) and financial support from government/organisations (MOP4.73 million).

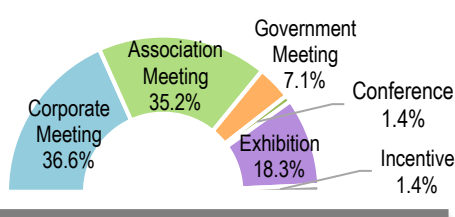
Principal Indicators



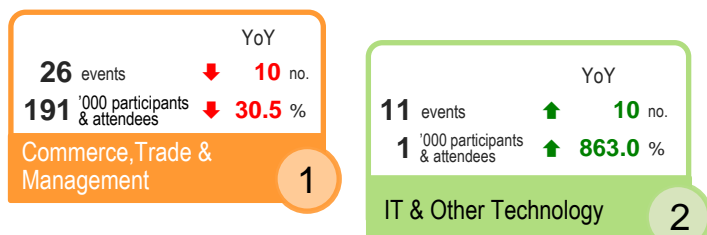
Number of MICE Events and Participants & Attendees by Quarter



Structure of MICE Events



Subjects of MICE Events





Meetings & Conferences



< 4 hours

Q3	YoY	Q1-Q3	YoY
31 meetings & conferences	↓ 10 no.	117 meetings & conferences	↑ 15 no.
3 '000 participants	↑ 3.7 %	10 '000 participants	↑ 31.6 %
13 '000 m²	↓ 1.4 %	44 '000 m²	↑ 29.3 %

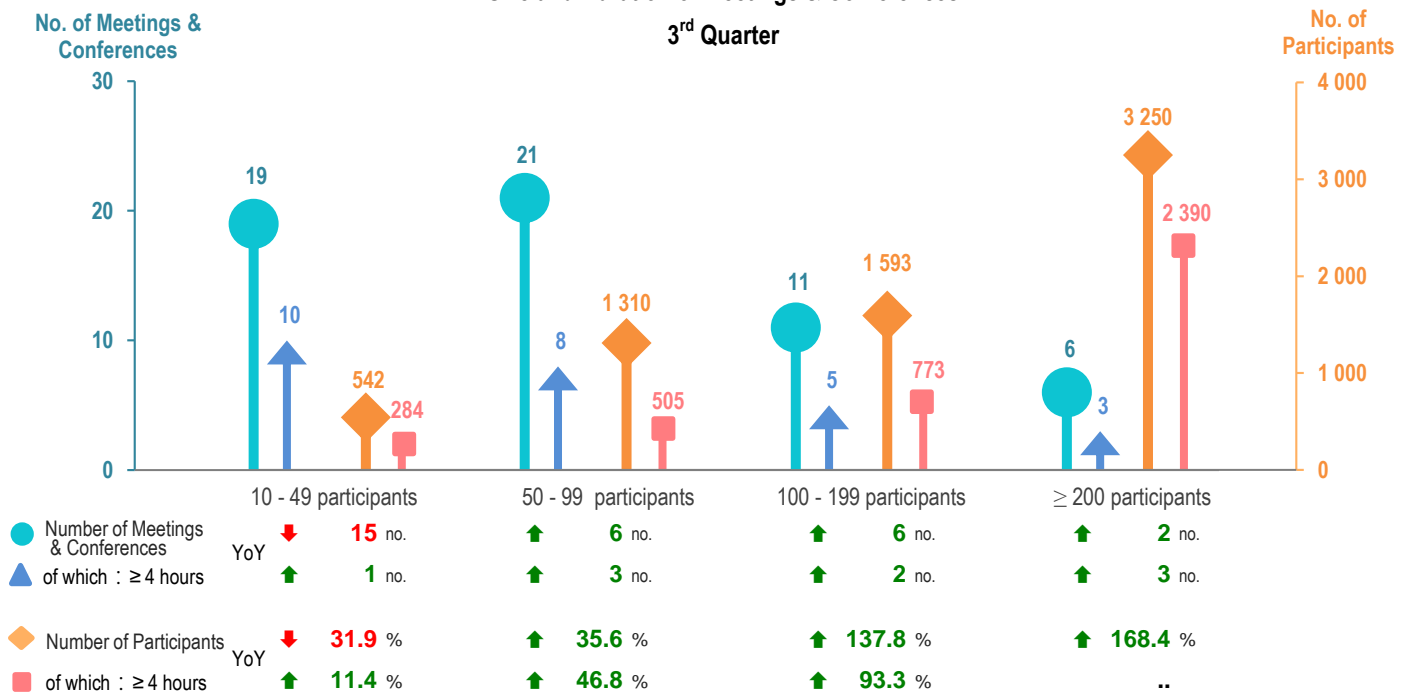


≥ 4 hours

Q3	YoY	Q1-Q3	YoY
26 meetings & conferences	↑ 9 no.	129 meetings & conferences	↑ 17 no.
4 '000 participants	↑ 295.6 %	20 '000 participants	↑ 30.5 %
27 '000 m²	↑ 445.3 %	109 '000 m²	↑ 39.5 %

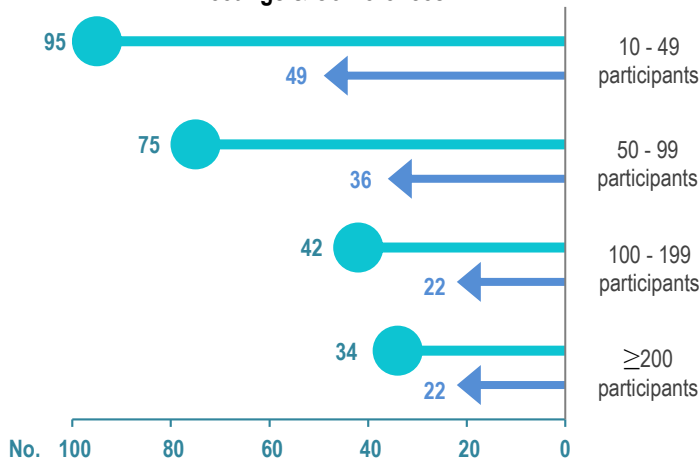
Size and Duration of Meetings & Conferences

3rd Quarter

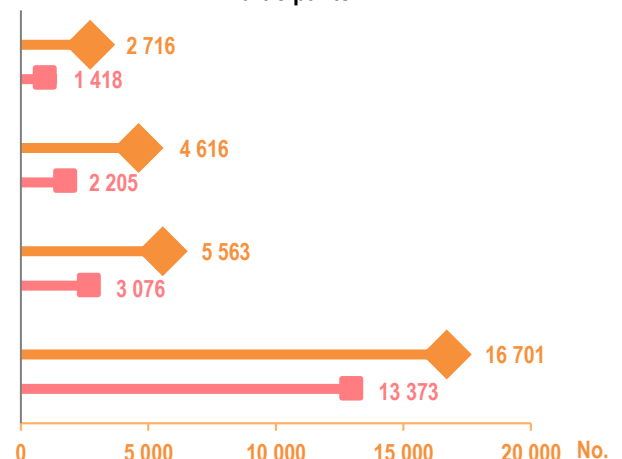


Q1-Q3

Meetings & Conferences



Participants



	10 - 49 participants	50 - 99 participants	100 - 199 participants	≥200 participants
Number of Meetings & Conferences	↓ 36 no.	↑ 34 no.	↑ 23 no.	↑ 11 no.
of which : ≥ 4 hours	↓ 19 no.	↑ 18 no.	↑ 10 no.	↑ 8 no.
Number of Participants	↓ 16.6 %	↑ 68.0 %	↑ 131.4 %	↑ 17.6 %
of which : ≥ 4 hours	↓ 18.7 %	↑ 68.3 %	↑ 108.0 %	↑ 23.3 %



Exhibitions



Organised by Government

Q3	Q1-Q3
2 exhibitions	2 exhibitions
16 '000 attendees	16 '000 attendees
2.5 days	2.5 days
24 '000 m ²	24 '000 m ²



Organised by Non-Government Organisations

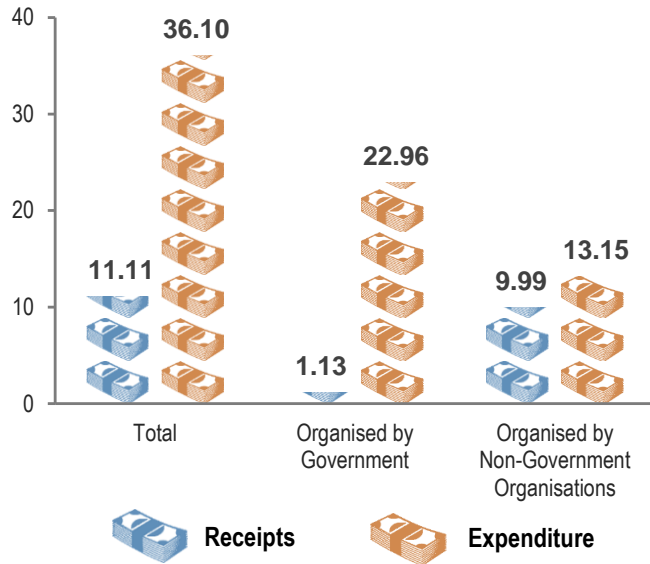
Q3	YoY	Q1-Q3	YoY
11 exhibitions	↑ 1 no.	33 exhibitions	↑ 18 no.
203 '000 attendees	↓ 30.8 %	635 '000 attendees	↑ 68.9 %
3.1 days	↓ 0.5 day	3.2 days	↓ 0.2 day
43 '000 m ²	↑ 9.0 %	90 '000 m ²	↑ 67.9 %

Note: There were no exhibitions organised by the government in the first three quarters of 2020.

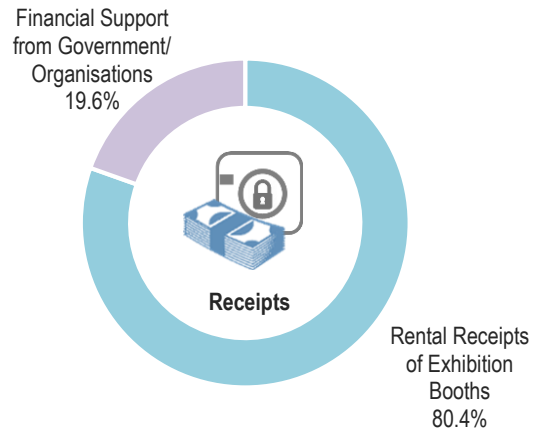
3rd Quarter

Receipts and Expenditure of Exhibitions

MOP million



Structure of Receipts of Exhibitions



Structure of Expenditure of Exhibitions

Expenditure Items		Installation, Decoration & Audio-visual Performance, etc.	Publicity & Public Relations	Rental Paid for the Venue	Accommodation, Food & Beverages	Freight	Others
Exhibitions	Q1	47.0%	11.0%	6.2%	4.3%	3.0%	28.5%
	Q1-Q3	43.9%	15.9%	9.7%	3.3%	3.7%	23.5%
Organised by Government	Q1	45.9%	6.6%	5.6%	5.2%	2.2%	34.5%
	Q1-Q3	42.2%	23.6%	13.1%	1.7%	5.0%	14.4%
Organised by Non-Government Organisations	Q1	48.8%	18.7%	7.2%	2.8%	4.3%	18.2%
	Q1-Q3	42.2%	23.6%	13.1%	1.7%	5.0%	14.4%

Note 1: For the first three quarters of 2021, exhibitions organised by the Government were all held in the third quarter.

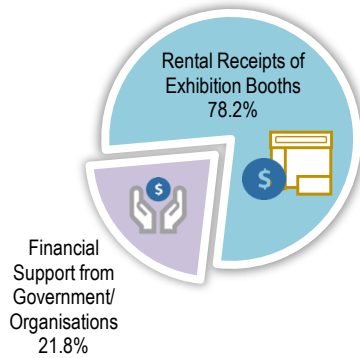
Note 2: "Others" includes expenditure on wages for staff who assisted in the exhibitions, service charges for companies providing conference & exhibition organising services, expenditure on security services, etc.

Structure of Receipts and Expenditure of Exhibitions Held by Non-Government Organisations

3rd Quarter

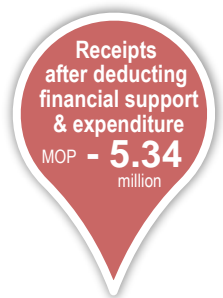
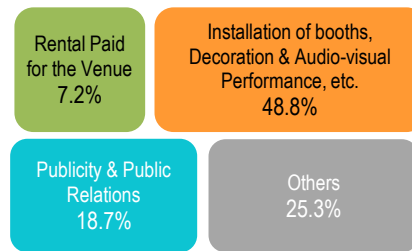
Receipts

MOP **9.99** million



Expenditure

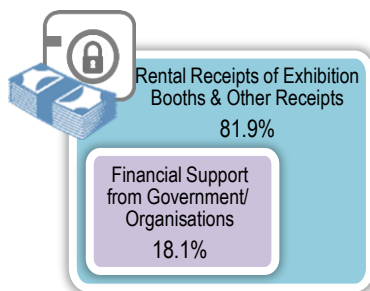
MOP **13.15** million



Q1-Q3

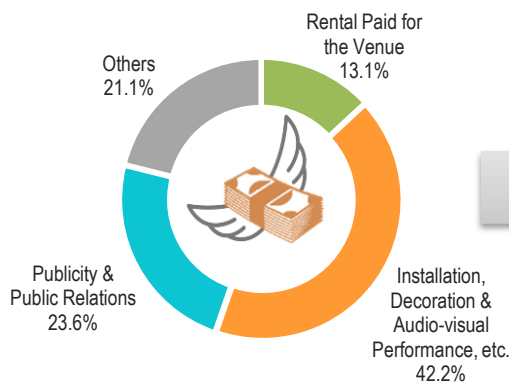
Receipts

MOP **26.08** million



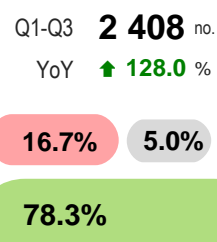
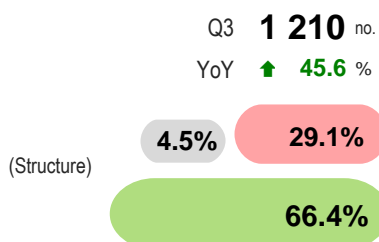
Expenditure

MOP **27.69** million



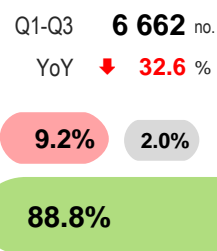
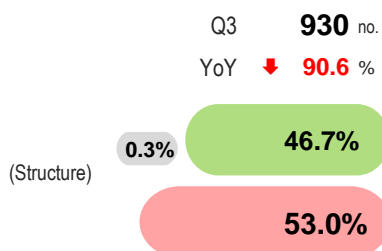
Note: "Others" includes expenditure on wages for staff who assisted in the exhibitions, service charges for companies providing conference & exhibition organising services, expenditure on security services, etc.

Exhibitors



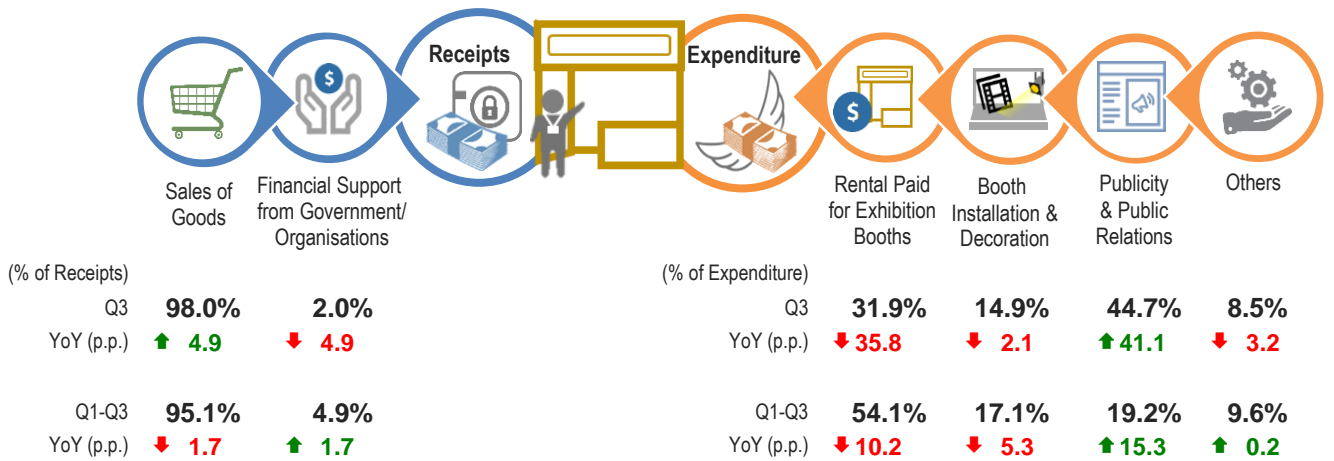
● Macao ● Mainland China ● Others

Professional Visitors



● Macao ● Mainland China ● Others

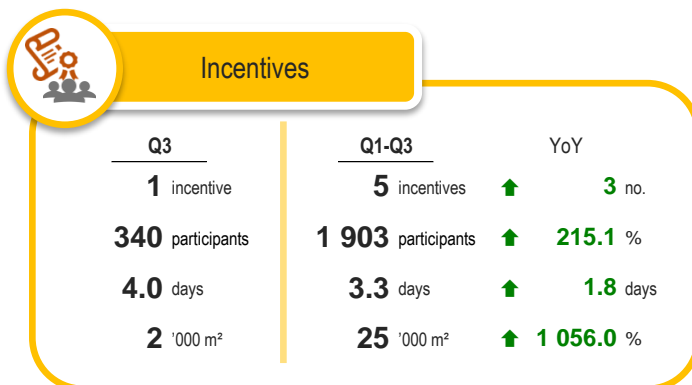
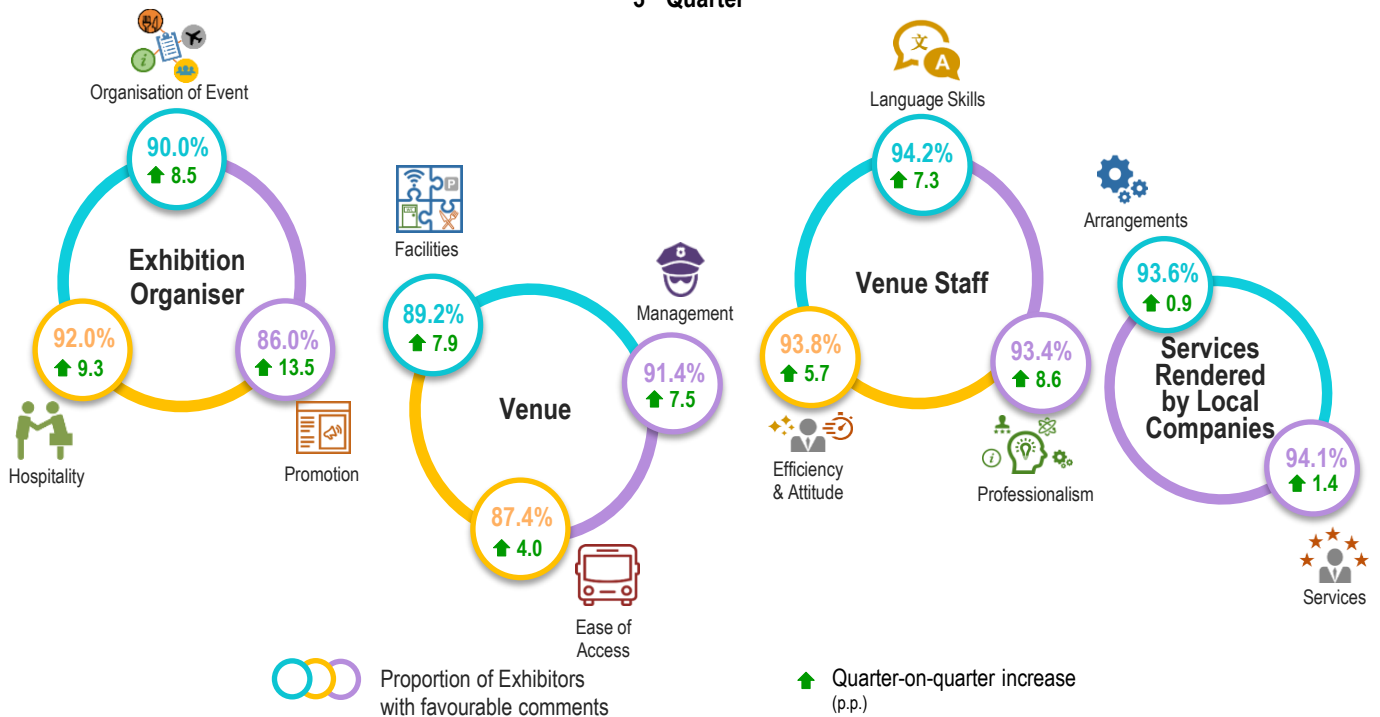
Structure of Receipts and Expenditure of Interviewed Exhibitors



Note: "Others" includes wages for staff who assisted in the exhibitions, expenditure on food & beverages, rental of equipment, etc.

Comments from Interviewed Exhibitors

3rd Quarter



Note: There were no incentives held from the second quarter of 2020 to the first quarter of 2021.

Historical Data

	3 rd Quarter					Q1-Q3				
	2016	2017	2018	2019	2020	2016	2017	2018	2019	2020
No. of MICE Events	277	304	311	341	68	905	1 003	966	1 075	231
Meetings & Conferences	257	279	283	320	58	843	931	913	1 027	214
Of which: 4 hours or more	171	183	177	230	17	536	625	622	734	112
Exhibitions	17	15	19	17	10	39	33	38	37	15
Incentives	3	10	9	4	-	23	39	15	11	2
Participants & Attendees ('000)	627	581	697	583	297	1 232	1 207	1 382	1 270	399
Meeting Participants	45	60	48	56	4	106	158	217	195	23
Of which: 4 hours or more	37	51	39	47	1	77	129	194	166	15
Exhibition Attendees	577	503	613	526	294	1 095	1 017	1 110	1 060	376
Incentive Participants	6	18	36	1	-	31	31	55	15	1
Average Duration of Events (day)	1.6	1.7	1.5	1.6	1.1	1.5	1.7	1.5	1.5	1.2
Average Duration of Meetings & Conferences	1.4	1.5	1.4	1.5	0.7	1.4	1.5	1.4	1.5	1.1
Of which: 4 hours or more	1.9	2.1	1.9	1.8	1.1	1.9	2.1	1.9	1.8	1.6
Average Duration of Exhibitions	3.5	3.4	3.3	3.5	3.6	3.4	3.5	3.5	3.4	3.4
Average Duration of Incentives	3.7	2.8	2.3	1.8	-	2.1	3.1	2.6	3.0	1.5
Total Floor Area Used ('000 m ²)	209	496	475	307	58	708	1 240	1 776	1 030	168
Meetings & Conferences	130	277	189	239	18	387	885	1 235	734	112
Of which: 4 hours or more	107	243	157	204	5	301	789	1 154	633	78
Exhibitions	59	52	56	61	40	155	150	160	170	54
Incentives	20	168	230	7	-	166	206	381	126	2

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; events 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: The definitions are referenced 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	..	Not applicable	≥	Greater than or equal to
MOP	Macao Pataca	No.	Number	↑	Increase
p.p.	Percentage point	Q	Quarter	↓	Decrease
m ²	Square metre	YoY	Year-on-year Change		

For additional information:

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

