

- A total of 461 MICE events were held in the fourth quarter, including 432 meetings & conferences, 21 exhibitions and 8 incentives. Number of participants and attendees edged down by 0.4% year-on-year to 733,000. For the whole year of 2019, there were 1,536 MICE events, with total number of participants and attendees falling by 5.4% year-on-year to 2,003,000.
- Number of meetings & conferences went up by 3 year-on-year; number of participants increased by 22.5%, with those attending meetings & conferences with 200 participants or more rising by 27.1%. In 2019, number of meetings & conferences showed a year-on-year growth of 117 while number of participants decreased by 1.4%.
- Number of exhibitions went down by 1 year-on-year, and number of attendees fell by 3.9%. In 2019, number of exhibitions reduced by 2 year-on-year, with a 4.3% drop in number of attendees.
- Number of incentives decreased by 2 year-on-year whereas number of participants leaped by 306.2%. For the whole year of 2019, number of incentives dropped by 6 year-on-year, with number of participants tumbling by 60.2%.

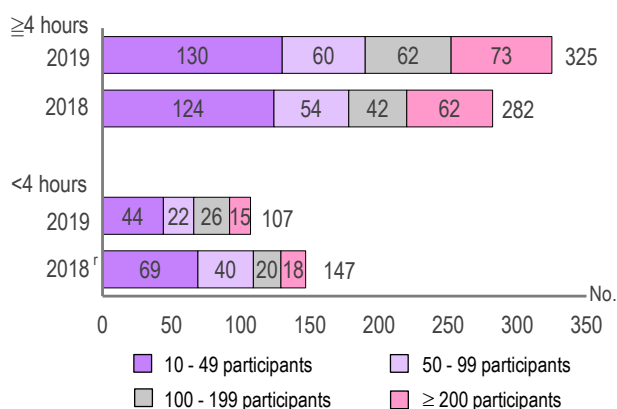
### Principal Indicators

	Current Quarter	Change	2019	Change
MICE Events (No.)	461	-	1 536	109
No. of Participants and Attendees ('000)	733	-0.4 %	2 003	-5.4 %
Average Duration (day)	1.7	0.2	1.6	0.1
Meetings & Conferences (No.)	432	3	1 459	117
No. of Participants ('000)	96	22.5 %	292	-1.4 %
Average Duration (day)	1.5	0.1	1.5	0.1
Of which: 4 hours or more	325	43	1 059	155
No. of Participants ('000)	85	29.6 %	251	-3.4 %
Average Duration (day)	1.9	-	1.9	-
Exhibitions (No.)	21	-1	58	-2
No. of Attendees ('000)	629	-3.9 %	1 689	-4.3 %
Average Duration (day)	3.5	0.2	3.4	-
Incentives (No.)	8	-2	19	-6
No. of Participants ('000)	7	306.2 %	22	-60.2 %
Average Duration (day)	3.0	0.2	3.0	0.4

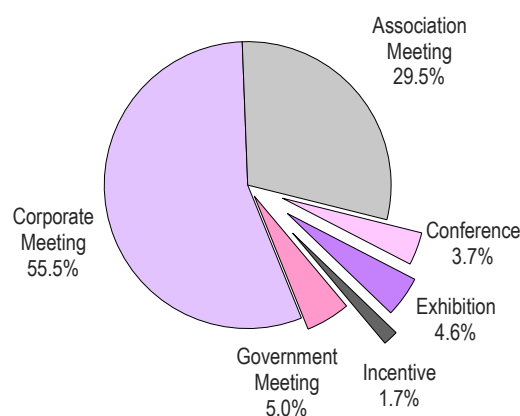
### Meetings & Conferences

- Analysed by size of event, there were 256 meetings & conferences with less than 100 participants in the fourth quarter, a decrease of 31 year-on-year. Participants of these meetings & conferences dropped by 14.8% to 9,617. On the other hand, meetings & conferences with 200 participants or more rose by 8 to 88, and number of participants grew by 27.1% to 75,000.

### Meetings & Conferences by Duration and Size in 4<sup>th</sup> Quarter



### Types of Events in the 4<sup>th</sup> Quarter



### Meetings and Participants by Size of Meeting & Conference in 4<sup>th</sup> Quarter

	Meetings & Conferences (No.)		Participants (No.)	
	Current Quarter	Difference	Current Quarter	Change (%)
Total	432	3	96 359	22.5
10 - 49 participants	174	-19	4 071	-14.0
50 - 99	82	-12	5 546	-15.4
100 - 199	88	26	11 594	40.0
≥ 200	88	8	75 148	27.1

- As regards duration of event, meetings & conferences of 4 hours or more totalled 325 in the fourth quarter, a growth of 43 year-on-year. Number of participants surged by 29.6% to 85,000. The average duration of the meetings & conferences stood at 1.5 days, up by 0.1 day year-on-year.
- In the fourth quarter, meetings & conferences occupied a total floor area of 460,000 m<sup>2</sup>, a slight decrease of 0.9% year-on-year. Number of meetings & conferences with a floor area of 1,000 m<sup>2</sup> or more grew by 23 to 58, and the total floor area used expanded by 2.5% to 361,000 m<sup>2</sup> (78.6% of total).

## Meetings & Conferences by Duration and Floor Area Used

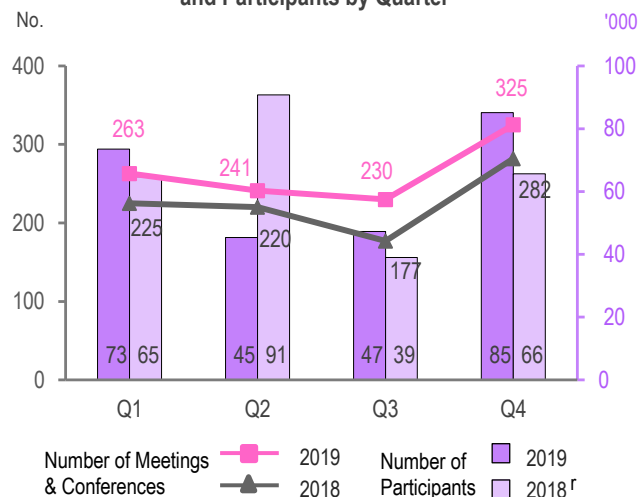
	Meetings & Conferences (No.)		No. of Participants ('000)		Total Floor Area Used ('000 m <sup>2</sup> )	
	Current Quarter	2019	Current Quarter	2019	Current Quarter	2019
Total	432	1 459	96	292	460	1 194
< 500 m <sup>2</sup>	324	1 068	23	61	65	204
500 - 999	50	193	10	38	33	130
≥ 1 000	58	198	64	193	361	860
4 hours or more	325	1 059	85	251	426	1 059
< 500 m <sup>2</sup>	234	748	16	41	47	143
500 - 999	39	139	8	29	26	95
≥ 1 000	52	172	62	182	354	821
Less than 4 hours	107	400	11	41	34	135
< 500 m <sup>2</sup>	90	320	7	20	19	61
500 - 999	11	54	2	9	7	34
≥ 1 000	6	26	3	11	8	39

- For the whole year of 2019, a total of 1,459 meetings & conferences were held, an uplift of 117 year-on-year. However, number of participants dropped by 1.4% to 292,000. Number of meetings & conferences with 200 participants or more totalled 290, and number of participants decreased by 4.6% to 227,000. The average duration of the meetings & conferences stood at 1.5 days, up by 0.1 day.

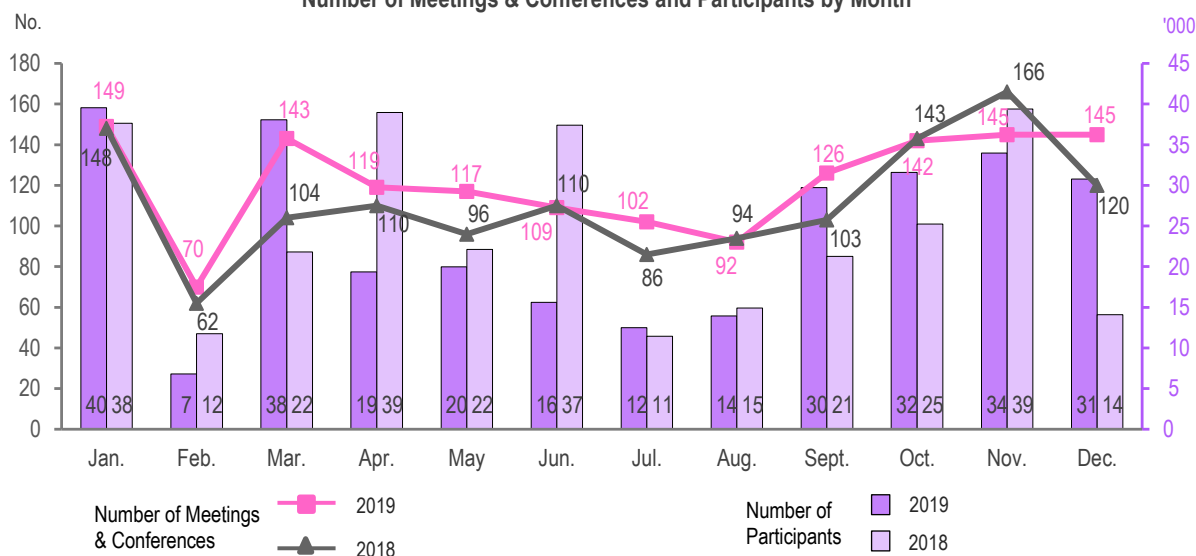
In 2019, meetings & conferences of 4 hours or more grew by 155 year-on-year to 1,059 whereas number of participants fell by 3.4% to 251,000. The average duration of these meetings & conferences stayed steady at 1.9 days.

- For the whole year of 2019, a total floor area of 1,194,000 m<sup>2</sup> was used for meetings & conferences, a decrease of 29.8% year-on-year. Number of meetings & conferences occupying a floor area of 1,000 m<sup>2</sup> or more increased by 16 to 198, while the total floor area used declined by 37.8% to 860,000 m<sup>2</sup>.
- Analysed by quarter, meetings & conferences of 4 hours or more recorded year-on-year growth in every quarter of 2019, with a notable increase of 53 in the third quarter. With respect to number of participants, a remarkable decrease of 50.1% was observed in the second quarter, whereas year-on-year increases were shown in other quarters.

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



### Number of Meetings & Conferences and Participants by Month



- Analysed by month, January recorded the highest number of meetings & conferences, at 149, followed by November and December, with both numbers standing at 145. Besides, merely 70 meetings & conferences were held in February.
- In terms of number of participants, January topped the list of the year at 40,000. Meanwhile, participants in December (31,000) and March (38,000) saw an upsurge of 118.5% and 74.6% respectively.

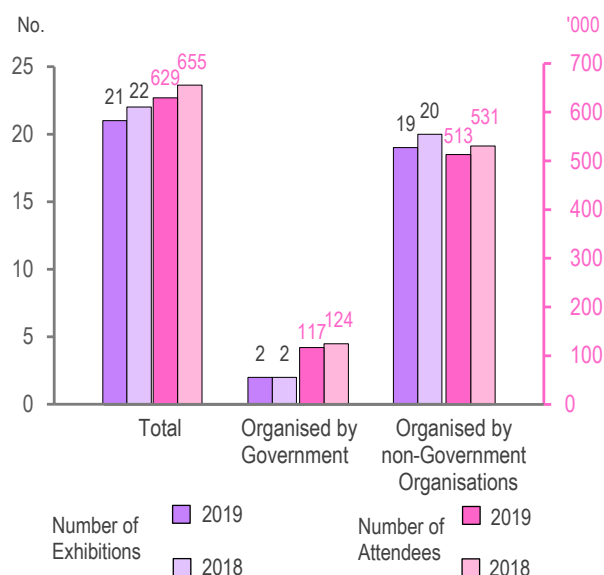
## Exhibitions

- Among the 21 exhibitions held in the fourth quarter, 11 of them were previously held in the same quarter of 2018. Number of attendees decreased by 3.9% year-on-year to 629,000, whereas the total floor area used increased by 6.6% to 200,000 m<sup>2</sup>. The average duration of the exhibitions extended by 0.2 day year-on-year to 3.5 days.

Exhibitions organised by non-government organisations totalled 19, down by 1 year-on-year; number of attendees (513,000) dropped by 3.4% while total floor area used (170,000 m<sup>2</sup>) expanded by 7.9%.

Exhibitions organised by the government remained at 2, with number of attendees dropping by 6.3% to 117,000. Total floor area occupied by these exhibitions held stable at 30,000 m<sup>2</sup>.

Number of Exhibitions and Attendees in 4<sup>th</sup> Quarter



## Exhibitions by Type of Organiser

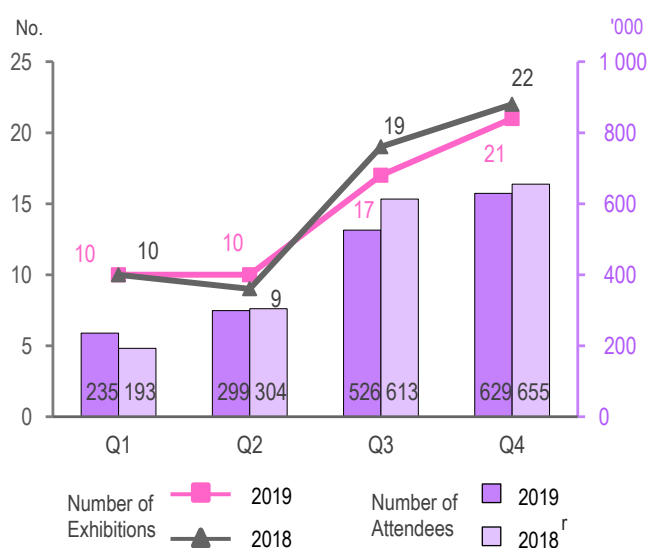
	Exhibitions (No.)		No. of Attendees ('000)		Total Floor Area Used ('000 m <sup>2</sup> )	
	Current Quarter	2019	Current Quarter	2019	Current Quarter	2019
Total	21	58	629	1 689	200	370
Organised by Government	2	8	117	270	30	93
Organised by Non-Government Organisations	19	50	513	1 419	170	277
< 20 000 attendees	10	26	42	127	84	148
≥ 20 000	9	24	470	1 292	86	128

- A total of 58 exhibitions were held in 2019, a decrease of 2 year-on-year, and 45 of them were previously held in 2018. These exhibitions attracted 1,689,000 attendees, down by 4.3%. Total floor area used by these exhibitions rose by 6.4% to 370,000 m<sup>2</sup> while their average duration held steady at 3.4 days.

Number of exhibitions organised by non-government organisations went down by 3 year-on-year to 50, with 1,419,000 attendees (-4.5%); however, the total floor area used rose by 2.3% to 277,000 m<sup>2</sup>. The 24 exhibitions with 20,000 attendees or more drew a total of 1,292,000 attendees, which constituted 91.1% of the attendees of exhibitions organised by non-government organisations.

There were 8 exhibitions organised by the government, an increase of 1 year-on-year; number of attendees (270,000) went down by 3.3% whereas total floor area used (93,000 m<sup>2</sup>) expanded by 20.8%.

Number of Exhibitions and Attendees by Quarter



- Analysed by quarter, apart from the first quarter which recorded a 22.1% year-on-year increase in number of attendees, the second, third and fourth quarters showed decreases of 1.8%, 14.3% and 3.9% respectively.

The majority of the exhibitions were held in the third and fourth quarters, with 38 exhibitions drawing 1,155,000 attendees, which represented 68.4% of the total attendees in the year. Number of attendees in the third and fourth quarters of 2019 was 116.2% higher than that in the first two quarters (with 20 exhibitions and 534,000 attendees).

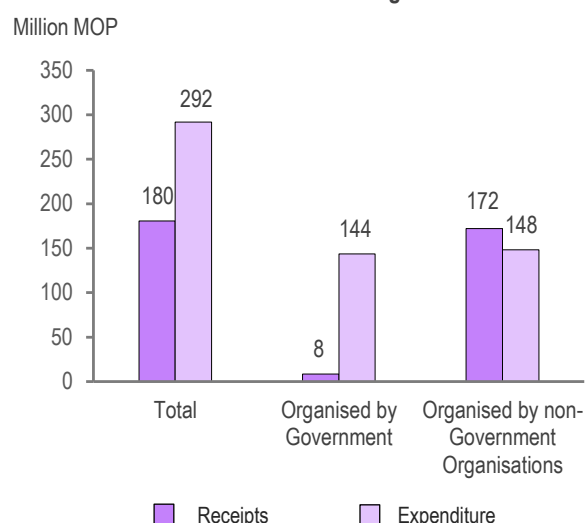
## Main Items of Receipts and Expenditure of Interviewed Exhibition Organisers

	Current Quarter			2019
	Total	Organised by Government	Organised by Non-Government Organisations	
No. of Exhibitions	19	2	17	56
<b>Receipts</b> ('000 MOP)	74 955	3 391	71 564	179 844
Of which:				
Rental Receipts of Exhibition Booths	24 134	3 370	20 764	110 851
Financial Support from Government and Other Organisations	47 746	-	47 746	60 567
<b>Expenditure</b>	136 604	39 792	96 812	292 004
Of which:				
Installation, Decoration & Audio-visual Performance, etc.	35 757	12 617	23 140	83 651
Rental Paid for the Venue	24 432	4 046	20 386	43 867
Publicity & Public Relations	17 834	5 771	12 062	43 375
Accommodation, Food & Beverages	15 115	4 815	10 300	33 451

### Receipts and Expenditure of Interviewed Exhibition Organisers

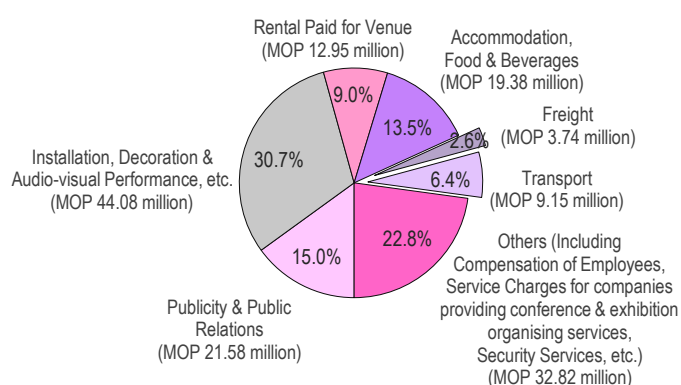
- Among the exhibitions held in the fourth quarter of 2019, information on 19 exhibitions provided by the organisers indicated that their receipts and expenditure totalled MOP 74.96 million and MOP 137 million respectively.
- The 2 exhibitions held by the government recorded MOP 3.39 million in receipts, of which 99.4% were generated from rental of exhibition booths. Expenditure amounted to MOP 39.79 million, with installation, decoration & audio-visual performance, etc. and publicity & public relations together accounting for 46.2%.
- Receipts of the 17 exhibitions held by non-government organisations totalled MOP 71.56 million, of which financial support from the government and other organisations and rental of exhibition booths took up 66.7% and 29.0% respectively. Expenditure of these exhibitions amounted to MOP 96.81 million, with 23.9% being incurred on installation, decoration & audio-visual performance, etc. and 21.1% on rental paid for the venue.
- After deducting expenditure as well as financial support from the government and other organisations from receipts, exhibitions held by non-government organisations registered a negative value of MOP 72.99 million.

### Receipts and Expenditure of Interviewed Exhibition Organisers in 2019

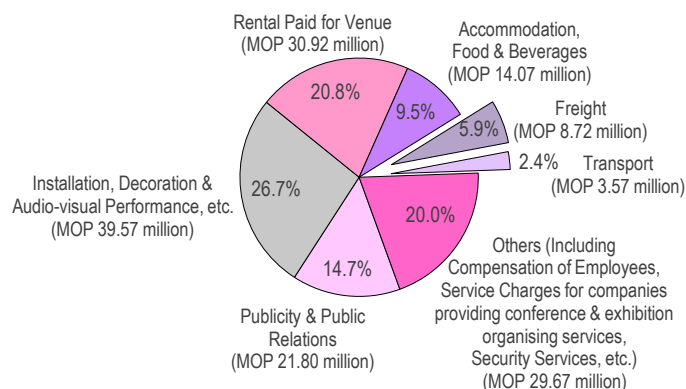


### Structure of Expenditure for Exhibitions in 2019

#### Exhibitions Organised by Government



#### Exhibitions Organised by Non-Government Organisations



- In accordance with the information on 56 exhibitions provided by the organisers in 2019, their receipts and expenditure amounted to MOP 180 million and MOP 292 million respectively.
- There were 8 exhibitions held by the government, which registered MOP 7.78 million in receipts and MOP 144 million in expenditure. Rental of exhibition booths took up 96.5% of the receipts, while installation, decoration & audio-visual performance, etc. and publicity & public relations constituted 30.7% and 15.0% of the expenditure respectively.
- Receipts of the 48 exhibitions organised by non-government organisations totalled MOP 172 million, which were generated primarily from rental of exhibition booths (60.1%). These exhibitions incurred MOP 148 million in expenditure, with installation, decoration & audio-visual performance, etc. and rental paid for venue making up 26.7% and 20.8% of the total respectively.
- After deducting expenditure from receipts, net receipts of the exhibitions held by non-government organisations stood at MOP 23.75 million. In order to analyse the marketisation of the exhibition activities, financial support from the government and other organisations (MOP 60.32 million) was excluded from net receipts and a negative value of MOP 36.57 million was recorded; the difference was larger as compared to the negative amount of MOP 29.15 million in 2018.

## Exhibition Booths, Exhibitors and Professional Visitors

No.

	Current Quarter			2019
	Total	Organised by Government	Organised by Non-Government Organisations	
Booths	4 275	1 723	2 552	10 091
Exhibitors	2 443	956	1 487	6 166
Of which:				
Mainland China	945	335	610	1 846
Hong Kong	257	29	228	1 012
Macao	678	225	453	2 064
Professional Visitors	60 903	11 257	49 646	116 291
Of which:				
Mainland China	24 159	3 945	20 214	39 698
Hong Kong	7 691	739	6 952	15 217
Macao	17 205	4 515	12 690	41 281

## Exhibition Booths, Exhibitors and Professional Visitors

- In the fourth quarter, a total of 4,275 booths were set up in the 19 exhibitions. These exhibitions attracted 2,443 exhibitors and 61,000 professional visitors; those coming from mainland China comprised 38.7% and 39.7% of the respective total.

There were 1,487 exhibitors taking part in the 17 exhibitions organised by non-government organisations and professional visitors totalled 50,000. Number of exhibitions organised by the government stood at 2, which drew 956 exhibitors and 11,000 professional visitors.

- In 2019, the 56 exhibitions had 10,000 booths, 6,166 exhibitors and 116,000 professional visitors.

The 48 exhibitions organised by non-government organisations had 3,537 exhibitors, with those from Macao and Hong Kong accounting for 40.8% and 25.6% respectively. Number of professional visitors totalled 95,000; 34.9% of them were locals while 33.1% were from mainland China.

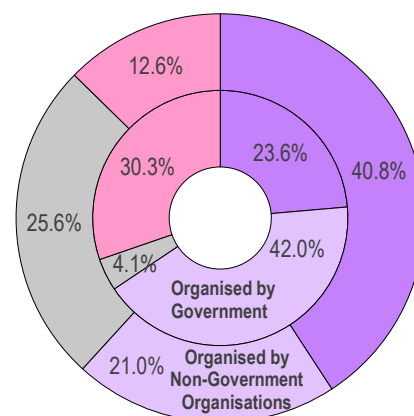
There were 2,629 exhibitors and 21,000 professional visitors participating in the 8 exhibitions held by the government. Exhibitors came primarily from mainland China, taking up 42.0% of the total. Mainland and local professional visitors constituted 38.7% and 38.3% of the total respectively.

## Structure of Receipts and Expenditure of Interviewed Exhibitors

%

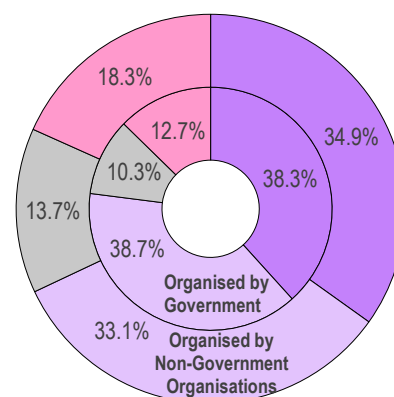
	Current Quarter	Same Quarter of 2018	2019	2018
Receipts	100.0	100.0	100.0	100.0
Sales of Products	97.5	98.2	96.8	97.7
Financial Support from Government & Other Organisations and Others	2.5	1.8	3.2	2.3
Expenditure	100.0	100.0	100.0	100.0
Rental Paid for Exhibition Booth	57.6	52.0	56.9	55.5
Booth Installation & Decoration	29.2	34.9	29.8	29.7
Publicity & Public Relations	3.6	3.4	4.2	5.0
Freight and Others	9.6	9.7	9.1	9.8

## Structure of Exhibitors in 2019



■ Macao ■ Mainland China ■ Hong Kong ■ Others

## Structure of Professional Visitors in 2019



■ Macao ■ Mainland China ■ Hong Kong ■ Others

## Structure of Receipts and Expenditure of Interviewed Exhibitors

- Information provided by the 869 interviewed exhibitors in the fourth quarter indicated that sales of products accounted for 97.5% of their receipts, while rental paid for exhibition booths took up 57.6% of their expenditure.
- According to the information collected from the 3,032 exhibitors in 2019, the majority of their receipts were generated from sales of products (96.8% of total), whereas their expenditure was mainly incurred on rental paid for exhibition booths (56.9% of total) and booth installation & decoration (29.8%).

## Comments from Interviewed Exhibitors in 4<sup>th</sup> 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	99.4	72.8	-11.1	20.9	6.5	5.0	3.7	1.3	0.9
Hospitality	98.5	74.5	-10.0	18.6	4.8	4.0	2.6	2.9	2.6
Promotion	99.1	63.3	-12.3	17.4	3.0	17.1	8.6	2.2	0.7
Venue									
Facilities	100.0	73.4	-8.6	20.1	6.4	6.3	2.4	0.2	-0.2
Management	100.0	77.0	-8.0	19.8	6.3	2.9	1.7	0.3	-
Ease of Access	100.0	76.4	-6.4	18.4	5.1	4.3	0.7	0.9	0.6
Venue Staff									
Professionalism	99.1	80.5	-5.9	13.4	3.0	1.9	0.8	4.2	2.1
Language Skills	99.2	80.2	-6.7	13.6	3.5	1.7	0.7	4.5	2.5
Work Efficiency & Attitude	99.1	80.0	-6.5	13.2	2.9	2.4	1.4	4.4	2.2
Services Rendered by Local Companies									
Services	42.9	73.5	-2.6	15.3	7.9	1.1	0.7	10.1	-6.0
Arrangements	42.9	74.5	-1.6	14.5	7.1	0.8	0.6	10.2	-6.1

## Comments from Interviewed Exhibitors

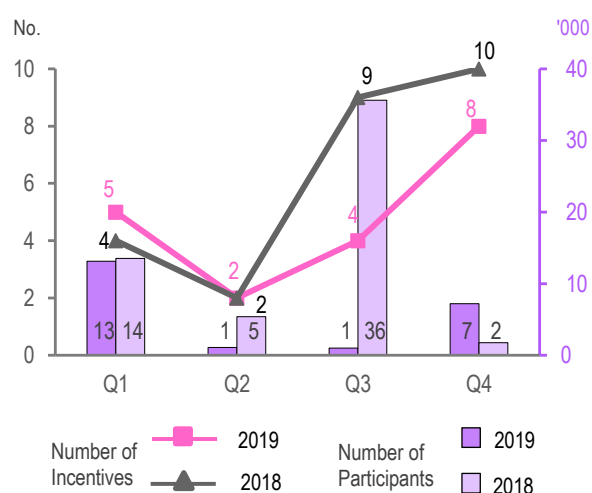
- Regarding comments from the interviewed exhibitors, their satisfaction towards the various facilities and services recorded decreases in the fourth quarter as compared to the third quarter. The shares of exhibitors who were satisfied with the promotion of the exhibitions (63.3%), organisation of the event (72.8%) and hospitality (74.5%) fell by 12.3 percentage points, 11.1 percentage points and 10.0 percentage points respectively quarter-to-quarter.
- More than 80% of the exhibitors complimented on the language skills (80.2%), efficiency & attitude (80.0%) and professionalism (80.5%) of the venue staff; the corresponding proportions went down by 6.7 percentage points, 6.5 percentage points and 5.9 percentage points respectively quarter-to-quarter.
- The proportions of exhibitors who expressed satisfaction with the facilities (73.4%), management (77.0%) and ease of access (76.4%) of the venue dropped by 8.6 percentage points, 8.0 percentage points and 6.4 percentage points respectively quarter-to-quarter.
- Among the exhibitors who had used services rendered by local companies, the proportions of those who were satisfied with the services (73.5%) and arrangements (74.5%) of the companies fell by 2.6 percentage points and 1.6 percentage points respectively quarter-to-quarter.

## Incentives

- There were 8 incentives held in the fourth quarter, down by 2 year-on-year. Number of participants (7,190) and total floor area used (25,000 m<sup>2</sup>) leaped by 306.2% and 261.6% respectively. The average duration of these incentives stood at 3.0 days, up by 0.2 day.
- Number of incentives dropped by 6 year-on-year to 19 in 2019, with number of participants (22,000) and total floor area used (151,000 m<sup>2</sup>) tumbling by 60.2% and 61.2% respectively; meanwhile, the average duration of the incentives extended by 0.4 day to 3.0 days.

In 2019, the fourth quarter recorded the highest number of incentives (8); meanwhile, number of participants in the first quarter took the lead at 13,000, comprising 58.7% of the total.

## Number of Incentives and Participants by Quarter





## Historical Data

	4 <sup>th</sup> Quarter					Year				
	2014	2015	2016	2017	2018	2014	2015	2016	2017	2018
No. of MICE Events	310	362	371	378	461	1 050	1 263	1 276	1 381	1 427
Meetings & Conferences	280	336	352	354	429	963	1 163	1 195	1 285	1 342
Of which: 4 hours or more	203	213	252	243	282	706	811	788	868	904
Exhibitions	30	23	16	18	22	87	78	55	51	60
Incentives	~	3	3	6	10	~	22	26	45	25
Participants and Attendees ('000)	1 063	828	490	695	736	2 614	2 516	1 722	1 902	2 118
Meeting Participants	35	41	70	87	79	127	118	176	246	296
Of which: 4 hours or more	27	25	55	78	66	98	83	132	207	260
Exhibition Attendees	1 028	786	405	591	655	2 488	2 393	1 500	1 608	1 765
Incentive Participants	~	1	14	16	2	~	5	45	48	56
Average Duration of Events (day)	1.8	1.5	1.7	1.8	1.5	1.9	1.7	1.6	1.7	1.5
Average Duration of Meetings & Conferences	1.6	1.4	1.6	1.6	1.4	1.8	1.6	1.5	1.6	1.4
Of which: 4 hours or more	2.1	1.9	2.0	2.2	1.9	2.3	2.1	2.0	2.1	1.9
Average Duration of Exhibitions	3.4	3.4	3.2	3.3	3.3	3.3	3.3	3.3	3.4	3.4
Average Duration of Incentives	~	3.3	2.3	3.3	2.8	~	3.0	2.1	3.1	2.6
Total Floor Area Used ('000 m <sup>2</sup> )	335	326	721	611	658	864	854	1 430	1 852	2 435
Meetings & Conferences	116	137	395	324	464	454	443	782	1 209	1 700
Of which: 4 hours or more	93	94	350	294	425	381	341	651	1 084	1 579
Exhibitions	220	185	155	152	187	410	396	310	302	347
Incentives	~	5	172	136	7	~	16	338	342	388

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 Meeting<sup>1</sup>:** 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 Meeting<sup>1</sup>:** 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 Exhibition<sup>1</sup>** 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 <sup>2</sup>	Square metre
r	Revised figures	MOP	Macao Pataca	No.	Number



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