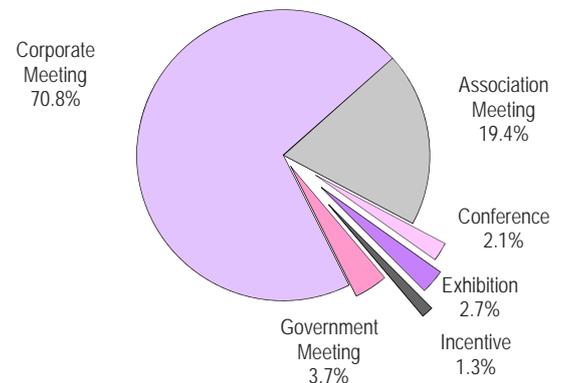


- A total of 377 MICE events were held in the first quarter, including 362 meetings & conferences, 10 exhibitions and 5 incentives. Total number of participants and attendees rose by 19.9% to 333,000.
- Number of meetings & conferences rose by 48 year-on-year, and number of participants grew by 18.1%. Among the meetings & conferences, those with a duration of 4 hours or more recorded an increase of 38, with number of participants rising by 13.3%.
- Number of exhibitions in the first quarter remained the same as a year earlier; number of attendees increased by 22.1%. Number of incentives went up by 1 whereas number of participants decreased by 2.9%.

Principal Indicators

	Current Quarter	Same Quarter Last Year ^r	Change
MICE Events (No.)	377	328	49
No. of Participants and Attendees ('000)	333	278	19.9 %
Average Duration (day)	1.6	1.6	-
Meetings & Conferences (No.)	362	314	48
No. of Participants ('000)	84	71	18.1 %
Average Duration (day)	1.5	1.5	-
Of which: 4 hours or more	263	225	38
No. of Participants ('000)	74	65	13.3 %
Average Duration (day)	1.8	1.9	-0.1
Exhibitions (No.)	10	10	-
No. of Attendees ('000)	235	193	22.1 %
Average Duration (day)	3.6	3.6	-
Incentives (No.)	5	4	1
No. of Participants ('000)	13	14	-2.9 %
Average Duration (day)	2.9	2.6	0.3

Types of Events



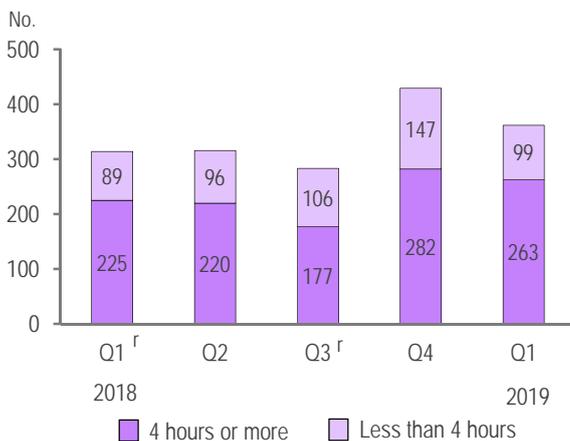
Meetings & Conferences

- Analysed by size of event, meetings & conferences with 10 to 49 participants increased by 25 year-on-year to 190, and number of participants rose by 19.7% to 4,879. There were 74 meetings & conferences with 200 participants or more, up by 11 year-on-year; participants of these meetings & conferences grew by 17.1% to 70,000.

Meetings and Participants by Size of Meeting & Conference

	Meetings & Conferences (No.)		Participants (No.)	
	Current Quarter	Structure (%)	Current Quarter	Structure (%)
Total	362	100.0	84 298	100.0
10 - 49 participants	190	52.5	4 879	5.8
50 - 99	50	13.8	3 540	4.2
100 - 199	48	13.3	6 207	7.4
≥ 200	74	20.4	69 672	82.6

Number of Meetings by Quarter



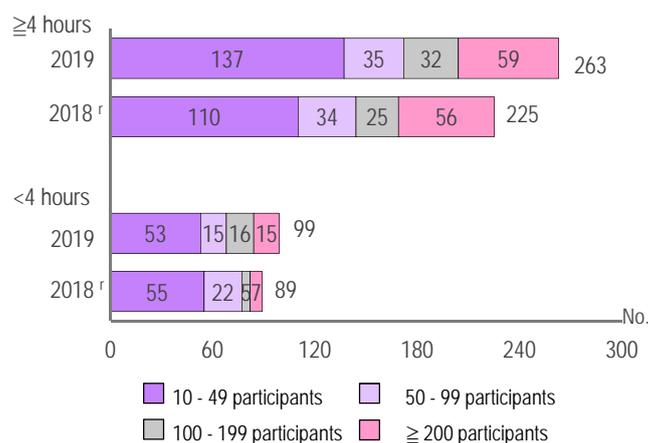
Number of Meeting Participants by Quarter



- In terms of duration of event, there were 263 meetings & conferences of 4 hours or more, a growth of 38 year-on-year; number of participants increased by 13.3% to 74,000.

Meetings & conferences of less than 4 hours rose by 10 year-on-year to 99, with number of participants surging by 66.2% to 11,000.

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	Difference	Current Quarter	Change (%)
Total	362	48	280	-52.4
< 500 m ²	263	41	48	25.4
500 - 999	44	6	30	15.8
≥ 1 000	55	1	201	-61.5
4 hours or more	263	38	246	-56.3
< 500 m ²	183	40	34	35.3
500 - 999	30	-2	22	-0.7
≥ 1 000	50	-	191	-63.1
Less than 4 hours	99	10	33	41.0
< 500 m ²	80	1	14	6.5
500 - 999	14	8	9	93.0
≥ 1 000	5	1	10	79.0

- Total floor area used for meetings & conferences declined by 52.4% year-on-year to 280,000 m², of which 88.1% (246,000 m²) was occupied by those with a duration of 4 hours or more.

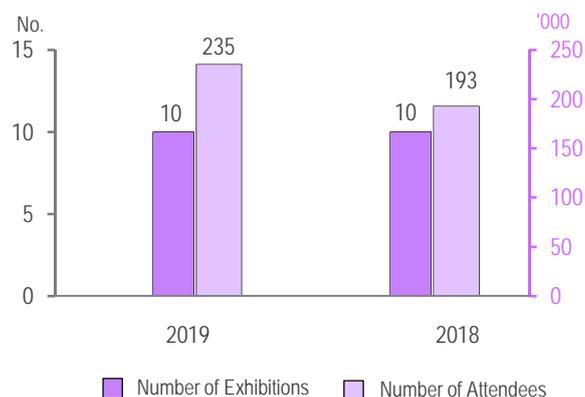
There were 263 meetings & conferences with a floor area of less than 500 m², an increase of 41 year-on-year, and the total floor area used was 48,000 m², up by 25.4%.

Meanwhile, there were 55 meetings & conferences occupying a floor area of 1,000 m² or more, an increase of 1 year-on-year; however, the total floor area used plunged by 61.5% to 201,000 m².

Exhibitions

- All of the 10 exhibitions in the first quarter of 2019 had previously been held in Macao, with 8 of them being held in the same quarter last year. Attendees of the 10 exhibitions added up to 235,000 and the total floor area used was 31,000 m², a growth of 22.1% and 31.8% respectively year-on-year. The average duration of the exhibitions stayed at 3.6 days.

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	Difference	Current Quarter	Change (%)	Current Quarter	Change (%)
Total	10	-	235	22.1	31	31.8
Organised by Government	1	1	9	..	13	..
Organised by Non-Government Organisations	9	-1	226	17.3	18	-24.0
< 20 000 attendees	3	-3	17	-32.5	5	-58.7
≥ 20 000 attendees	6	2	210	24.6	13	15.3

- Exhibitions organised by non-government organisations went down by 1 year-on-year to 9, whereas number of attendees rose by 17.3% to 226,000. The 6 exhibitions with 20,000 or more visitors attracted 210,000 attendees, an increase of 24.6%. Moreover, the exhibitions organised by non-government organisations occupied a total floor area of 18,000 m², down by 24.0%, while the average duration of the exhibitions increased by 0.1 day to 3.7 days.

There was 1 exhibition held by the government, with 9,228 attendees; the floor area used was 13,000 m² and the duration of the exhibition was 3.0 days.

Main Items of Receipts and Expenditure of Interviewed Exhibition Organisers

	Total	Organised by Government	Organised by Non-Government Organisations
No. of Exhibitions	10	1	9
Receipts ('000 MOP)	9 416	710	8 706
Of which:			
Rental Receipts of Exhibition Booths	7 893	710	7 183
Financial Support from Government and Other Organisations	1 523	-	1 523
Expenditure	34 100	26 337	7 763
Of which:			
Production, Construction & Decoration	8 390	5 966	2 424
Publicity & Public Relations	8 248	5 689	2 559
Rental Paid for the Venue	3 423	2 184	1 239
Accommodation, Food & Beverages	6 087	5 876	211

Receipts and Expenditure of Interviewed Exhibition Organisers

- According to the information provided by the 10 exhibition organisers in the first quarter, their receipts and expenditure amounted to MOP 9.42 million and MOP 34.10 million respectively. Receipts came primarily from rental of exhibition booths, at MOP 7.89 million. Meanwhile, expenditure was mainly incurred on production, construction & decoration and publicity & public relations, at MOP 8.39 million and MOP 8.25 million respectively.

The 9 exhibitions held by non-government organisations recorded MOP 8.71 million in receipts, an increase of 19.0% year-on-year. Of the receipts, 82.5% were generated from rental of exhibition booths (MOP 7.18 million); besides, 17.5% were financial support from the government and other organisations (MOP 1.52 million), representing a decrease of 4.4 percentage points year-on-year. These exhibitions incurred MOP 7.76 million in expenditure, with publicity & public relations (MOP 2.56 million) and production, construction & decoration (MOP 2.42 million) taking up 33.0% and 31.2% of the total respectively.

After deducting the expenditure from the receipts, the exhibitions held by non-government organisations recorded net receipts of MOP 0.94 million in the first quarter. In order to analyse the marketisation of the exhibition industry, financial support from the government and other organisations were excluded from the net receipts and a negative value of MOP 0.58 million was registered in the first quarter of 2019, yet, it was an improvement as compared to the negative amount of MOP 2.23 million in the same quarter of 2018.

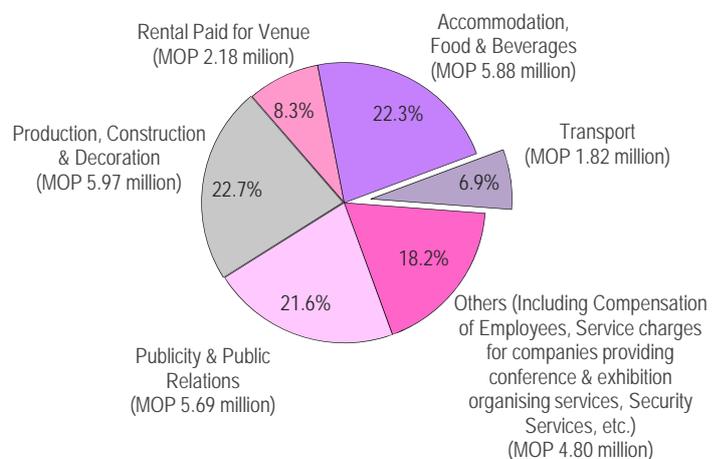
Receipts of the 1 exhibition held by the government amounted to MOP 0.71 million, which came entirely from rental of exhibition booths. Expenditure totalled MOP 26.34 million, of which production, construction & decoration, accommodation, food & beverages and publicity & public relations accounted for 22.7%, 22.3% and 21.6% respectively.

Booths, Exhibitors and Professional Visitors of Exhibitions

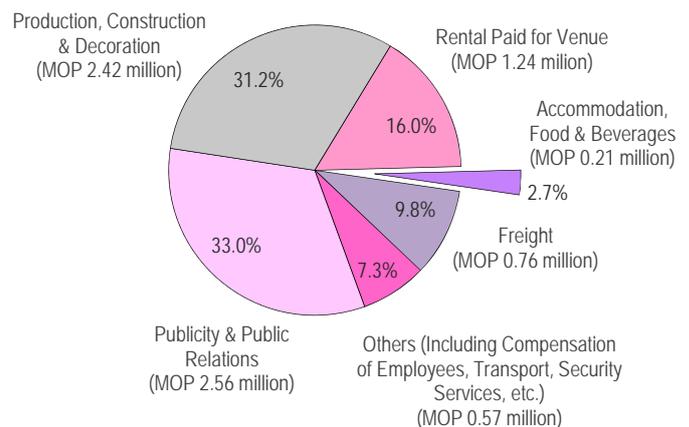
	Total	Organised by Government	Organised by Non-Government Organisations
Booths	1 377	718	659
Exhibitors	975	515	460
Of which:			
Mainland China	307	290	17
Hong Kong	189	37	152
Macao	408	131	277
Professional Visitors	3 975	3 724	251
Of which:			
Mainland China	1 746	1 675	71
Hong Kong	459	343	116
Macao	1 606	1 555	51

Structure of Expenditure for Exhibitions

Exhibitions Organised by Government



Exhibitions Organised by Non-Government Organisations



Exhibitors and Professional Visitors of Exhibitions

- The 10 exhibitions in the first quarter had a total of 1,377 booths. These exhibitions attracted 975 exhibitors, and 41.8% of them were locals. There were 3,975 professional visitors, with those coming from Mainland China and Macao comprising 43.9% and 40.4% of the total respectively.

The 460 exhibitors participated in the exhibitions organised by non-government organisations; 60.2% of them were locals and 33.0% were from Hong Kong. Professional visitors totalled 251 and most of them (46.2%) came from Hong Kong.

The exhibition held by the government drew 515 exhibitors and 3,724 professional visitors. The majority of the exhibitors came from Mainland China, constituting 56.3% of the total. Among the professional visitors, 45.0% were from Mainland China and 41.8% were locals.

Structure of Receipts and Expenditure of Interviewed Exhibitors

	Current Quarter	Same Quarter of 2018
Receipts	100.0	100.0
Sales of Products	92.9	96.4
Financial Support from Government & Other Organisations and Others	7.1	3.6
Expenditure	100.0	100.0
Rental Paid for Exhibition Booth	59.1	62.3
Booth Decoration & Construction	25.1	18.2
Publicity & Public Relations	5.3	8.5
Freight and Others	10.5	11.0

Structure of Receipts and Expenditure of Interviewed Exhibitors

- According to the information collected from 558 interviewed exhibitors in the first quarter, 92.9% of their receipts were generated from sales of products.

With respect to expenditure, the majority (59.1%) was incurred on rental paid for exhibition booths, while decoration & construction took up 25.1%.

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	99.8	75.9	1.9	20.1	1.0	2.5	-3.3	1.5	0.4
Hospitality	99.1	77.8	0.7	18.3	1.0	2.4	-0.2	1.5	-1.5
Promotion	99.6	66.7	7.1	18.9	-2.5	11.3	-4.8	3.1	0.2
Venue									
Facilities	100.0	78.0	3.6	15.4	-1.7	5.9	-2.4	0.7	0.5
Management	100.0	81.0	1.4	15.4	-1.0	2.9	0.2	0.7	-0.6
Ease of Access	100.0	77.6	-2.0	16.5	-0.1	5.2	2.1	0.7	-
Venue Staff									
Professionalism	98.6	81.3	-2.2	13.8	2.3	0.9	-1.3	4.0	1.2
Language Skills	98.4	83.4	-1.2	12.0	1.6	0.7	-1.5	3.9	1.1
Work Efficiency & Attitude	98.7	81.3	-2.1	13.2	1.2	2.5	0.7	3.0	0.2
Services Rendered by Local Companies									
Services	50.2	85.0	-0.3	8.2	-3.5	0.7	-	6.1	3.8
Arrangements	50.2	84.3	-1.0	8.6	-2.1	0.7	-0.4	6.4	3.5

Comments from Interviewed Exhibitors

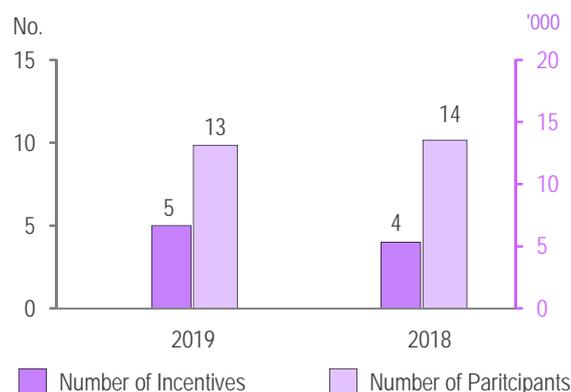
- Regarding comments from the interviewed exhibitors, among those who had used services rendered by local companies in the first quarter, the proportions of exhibitors who complimented on the services (85.0%) and arrangements of local companies (84.3%) dropped by 0.3 percentage points and 1.0 percentage point respectively quarter-to-quarter.
- As regards venue staff, 83.4% of the exhibitors expressed satisfaction towards their language skills, down by 1.2 percentage points quarter-to-quarter. Meanwhile, the shares of exhibitors who were satisfied with the work efficiency & attitude and professionalism of the staff both stood at 81.3%, a decrease of 2.1 percentage points and 2.2 percentage points respectively over the previous quarter.
- The proportions of exhibitors who complimented on the management (81.0%) and facilities of the venue (78.0%) increased by 1.4 percentage points and 3.6 percentage points respectively quarter-to-quarter.
- The shares of exhibitors who were satisfied with the hospitality of the exhibition organiser (77.8%) and organisation of the event (75.9%) rose by 0.7 percentage points and 1.9 percentage points respectively quarter-to-quarter, and the proportion of those who complimented on the publicity & public relations of the event (66.7%) surged by 7.1 percentage points.

Incentives

- There were 5 incentives in the first quarter, an increase of 1 year-on-year, whereas number of participants dropped by 2.9% to 13,000.

The average duration of the incentives rose by 0.3 day to 2.9 days, while the total floor area used decreased by 9.7% to 114,000 m².

Number of Incentives and Participants



Historical Data for 1st Quarter

	2014	2015	2016	2017	2018
No. of MICE Events	275	293	310	366	328
Meetings & Conferences	262	277	294	344	314
Of which: 4 hours or more	196	196	181	247	225
Exhibitions	13	10	4	7	10
Incentives	~	6	12	15	4
Participants and Attendees ('000)	304	257	137	222	278
Meeting Participants	40	25	26	54	71
Of which: 4 hours or more	32	19	14	44	65
Exhibition Attendees	264	230	110	163	193
Incentive Participants	~	2	2	4	14
Average Duration of Events (day)	2.0	1.7	1.4	1.8	1.6
Average Duration of Meetings & Conferences	2.0	1.7	1.4	1.7	1.5
Of which: 4 hours or more	2.5	2.1	2.0	2.1	1.9
Average Duration of Exhibitions	2.8	3.1	2.8	3.0	3.6
Average Duration of Incentives	~	3.3	1.8	3.3	2.6
Total Floor Area Used ('000 m ²)	223	149	122	300	737
Meetings & Conferences	176	96	101	270	587
Of which: 4 hours or more	158	78	66	237	564
Exhibitions	47	48	10	14	23
Incentives	~	4	11	16	127

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 / 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:

r	Revised figures	MOP	Macao Pataca
-	Absolute value equals zero	p.p.	Percentage point
~	No figure provided	m ²	Square metre
%	Percentage	No.	Number
'000	Thousand	..	Not applicable

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

