

- A total of 163 MICE events were held in the fourth quarter, including 140 meetings & conferences, 20 exhibitions and 3 incentives; number of participants & attendees totalled 719,000. In 2021, there were 449 MICE events, with a total of 1,401,000 participants and attendees.
- Number of meetings & conferences increased by 9 year-on-year, while number of participants (13,000) dropped by 18.8%; the average duration of the meetings & conferences (1.0 day) extended by 0.1 day. In 2021, meetings & conferences (386) went up by 41 year-on-year and number of participants (43,000) grew by 9.0%; the average duration remained unchanged at 1.0 day.
- Number of exhibitions rose by 1 year-on-year to 20, whereas number of attendees (705,000) grew by 41.3%; the average duration of the exhibitions (3.2 days) decreased by 0.2 day. In 2021, exhibitions (55) increased by 21 year-on-year, with number of attendees (1,356,000) surging by 55.0%; meanwhile, the average duration (3.1 days) went down by 0.3 day.
- In the fourth quarter, receipts and expenditure of exhibition organisers amounted to MOP49.85 million and MOP121 million respectively. Meanwhile, exhibitions held by non-government organisations recorded a difference of -MOP23.91 million between receipts (MOP45.71 million) and expenditure (MOP48.11 million) after the deduction of financial support from government/organisations (MOP21.51 million). For the whole year of 2021, receipts and expenditure of exhibition organisers stood at MOP76.97 million and MOP172 million respectively. Exhibitions held by non-government organisations registered a difference of -MOP30.24 million between receipts (MOP71.70 million) and expenditure (MOP75.79 million) after the deduction of financial support from government/organisations (MOP26.14 million).

## Principal Indicators

### MICE Events (no.)



Q4 **163**  
YoY **↑ 13**  
2021 **449**  
YoY **↑ 68**

### Participants & Attendees ('000)



Q4 **719**  
YoY **↑ 39.5 %**  
2021 **1 401**  
YoY **↑ 53.2 %**

### Average Duration (day)



Q4 **1.3**  
YoY **↑ 0.1**  
2021 **1.3**  
YoY **↑ 0.1**

### Floor Area Used ('000 m<sup>2</sup>)



Q4 **303**  
YoY **↑ 11.5 %**  
2021 **592**  
YoY **↑ 34.8 %**



### Meetings & Conferences

Q4	YoY	2021	YoY
<b>140</b> meetings & conferences	<b>↑ 9 no.</b>	<b>386</b> meetings & conferences	<b>↑ 41 no.</b>
<b>13</b> '000 participants	<b>↓ 18.8 %</b>	<b>43</b> '000 participants	<b>↑ 9.0 %</b>
<b>1.0</b> day	<b>↑ 0.1 day</b>	<b>1.0</b> day	<b>-</b>
<b>79</b> '000 m <sup>2</sup>	<b>↓ 10.6 %</b>	<b>230</b> '000 m <sup>2</sup>	<b>↑ 14.5 %</b>



### Exhibitions

Q4	YoY	2021	YoY
<b>20</b> exhibitions	<b>↑ 1 no.</b>	<b>55</b> exhibitions	<b>↑ 21 no.</b>
<b>705</b> '000 attendees	<b>↑ 41.3 %</b>	<b>1 356</b> '000 attendees	<b>↑ 55.0 %</b>
<b>3.2</b> days	<b>↓ 0.2 day</b>	<b>3.1</b> days	<b>↓ 0.3 day</b>
<b>220</b> '000 m <sup>2</sup>	<b>↑ 20.1 %</b>	<b>334</b> '000 m <sup>2</sup>	<b>↑ 41.1 %</b>



### Incentives

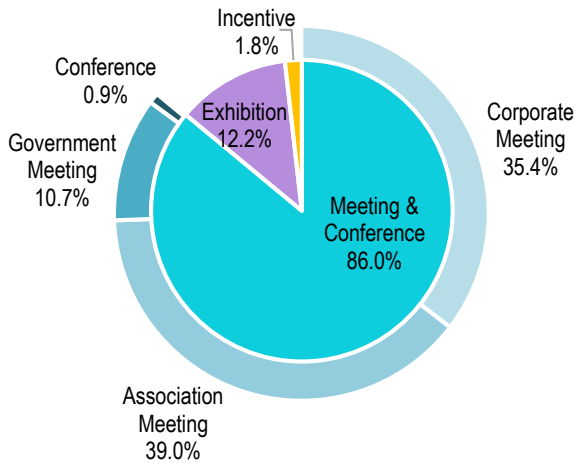
Q4	2021	YoY
<b>3</b> incentives	<b>8</b> incentives	<b>↑ 6 no.</b>
<b>565</b> participants	<b>2 468</b> participants	<b>↑ 308.6 %</b>
<b>2.3</b> days	<b>2.9</b> days	<b>↑ 1.4 days</b>
<b>4</b> '000 m <sup>2</sup>	<b>29</b> '000 m <sup>2</sup>	<b>↑ 1 234.2 %</b>

Note: There were no incentives held in the fourth quarter of 2020.

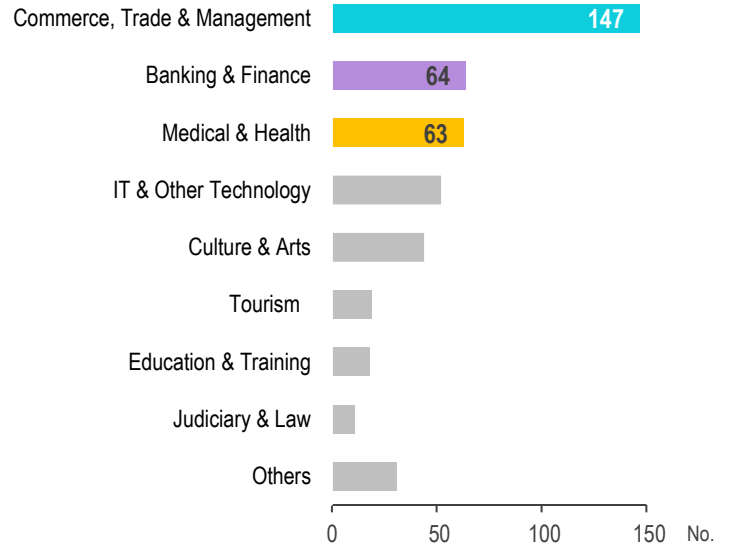
### Number of MICE Events and Participants & Attendees by Quarter



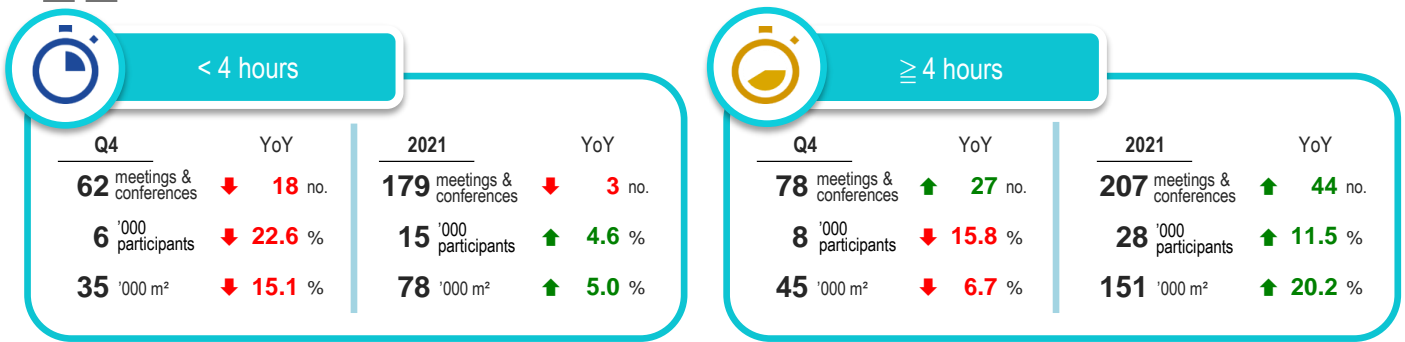
Type of MICE Events



Subjects of MICE Events

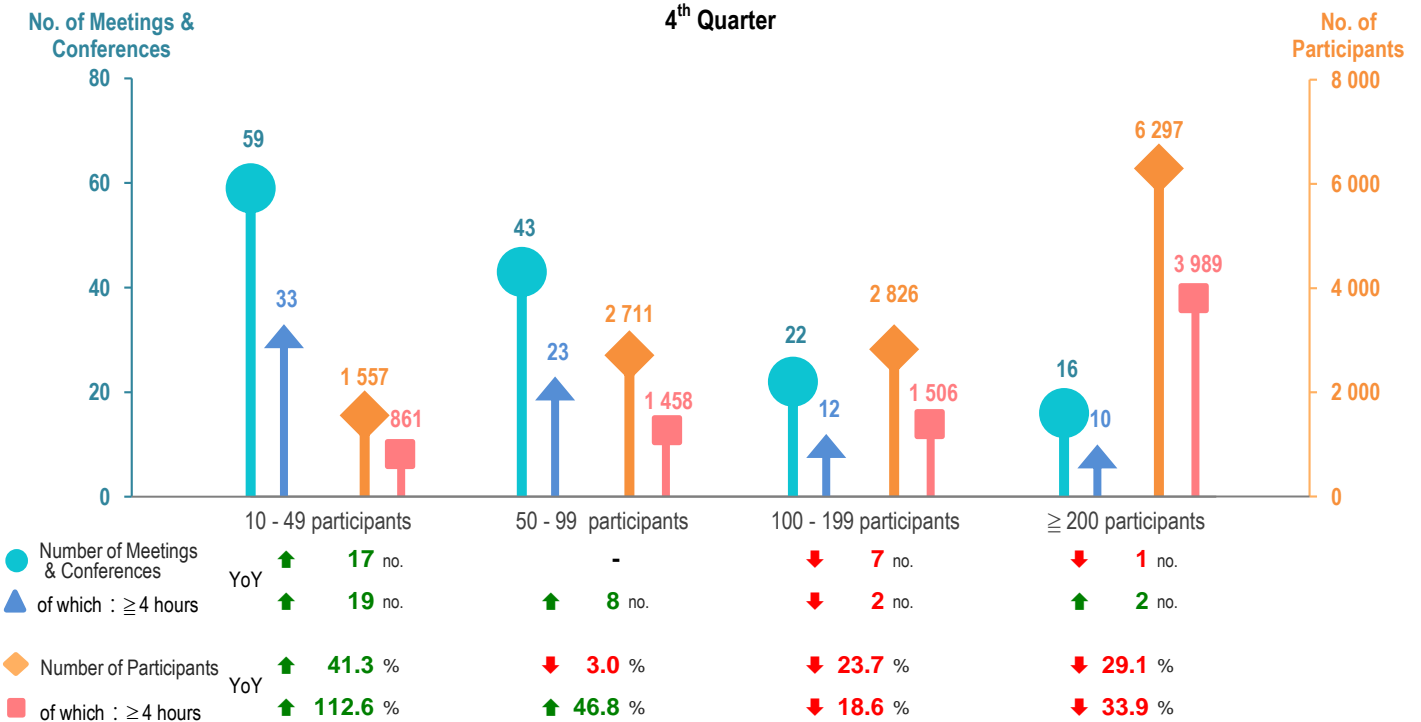


Meetings & Conferences

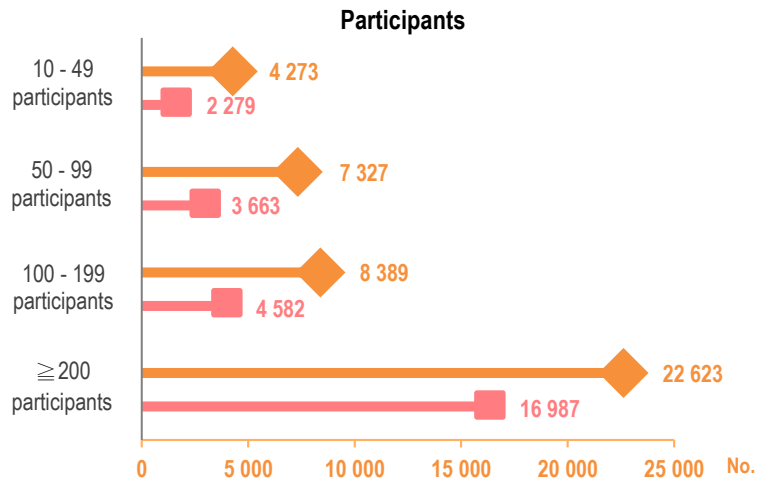
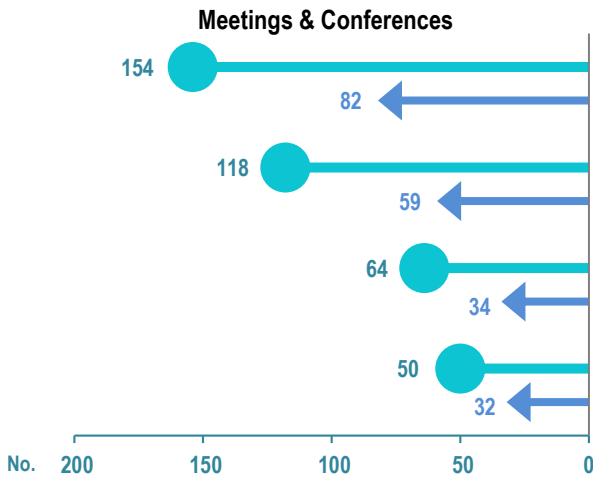


Size and Duration of Meetings & Conferences

4<sup>th</sup> Quarter

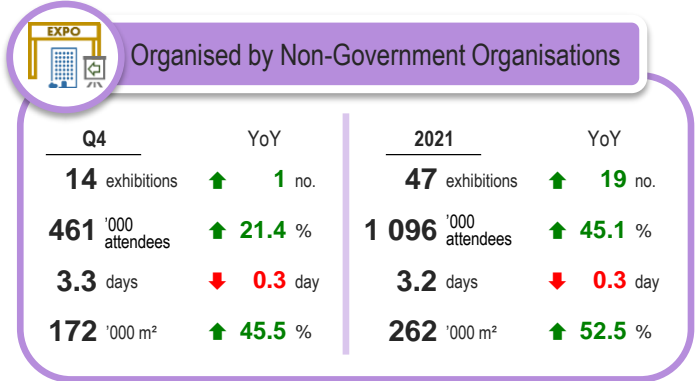
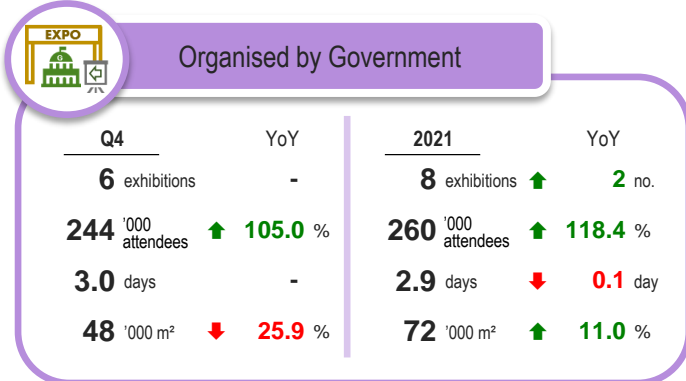


2021



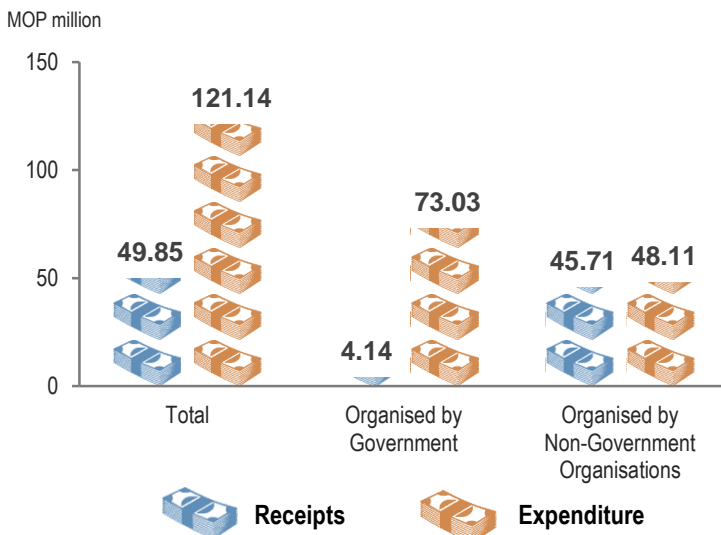
	10 - 49 participants	50 - 99 participants	100 - 199 participants	≥ 200 participants
Number of Meetings & Conferences	↓ 19 no.	↑ 34 no.	↑ 16 no.	↑ 10 no.
of which : ≥ 4 hours	-	↑ 26 no.	↑ 8 no.	↑ 10 no.
Number of Participants	↓ 2.0 %	↑ 32.2 %	↑ 37.4 %	↓ 2.0 %
of which : ≥ 4 hours	↑ 6.0 %	↑ 59.1 %	↑ 37.6 %	↑ 0.6 %

## Exhibitions

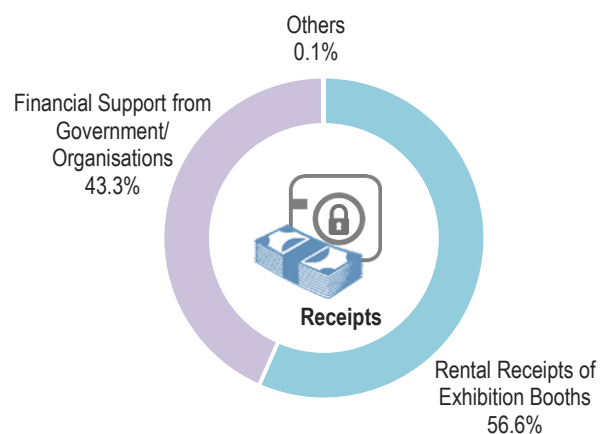


### 4<sup>th</sup> Quarter

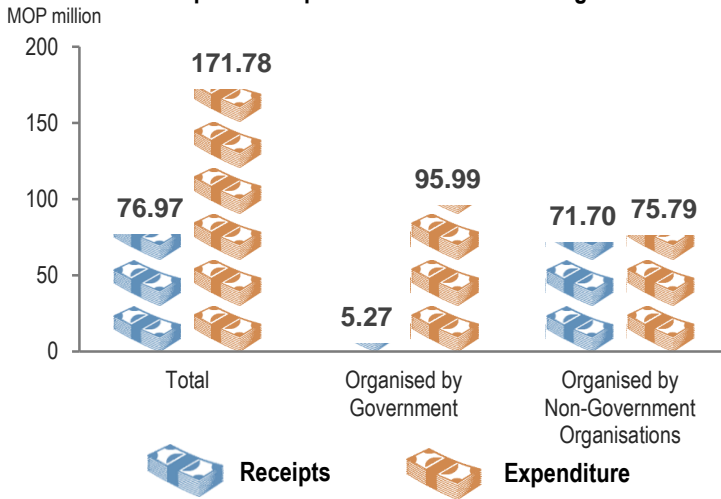
#### Receipts and Expenditure of Exhibition Organisers



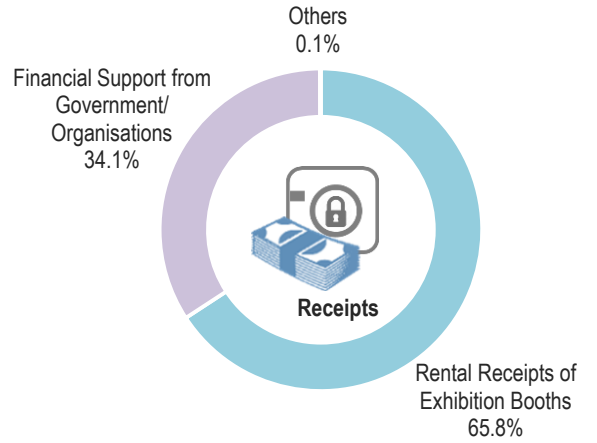
#### Structure of Receipts



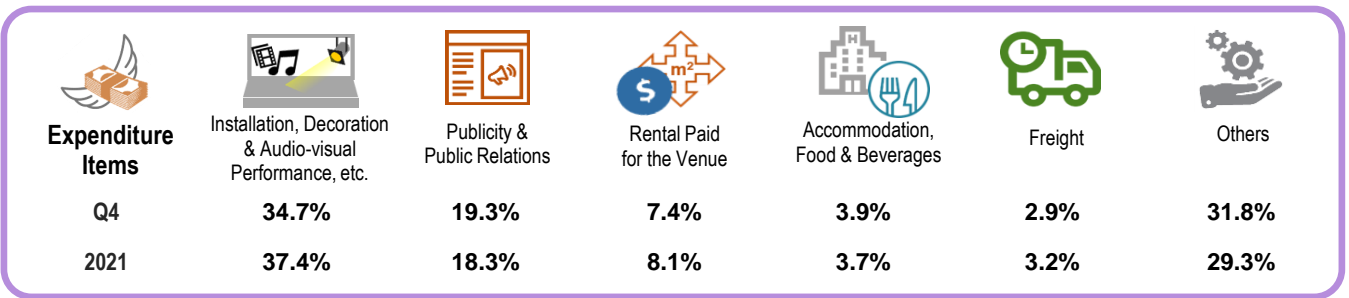
Receipts and Expenditure of Exhibition Organisers



Structure of Receipts



Structure of Expenditure

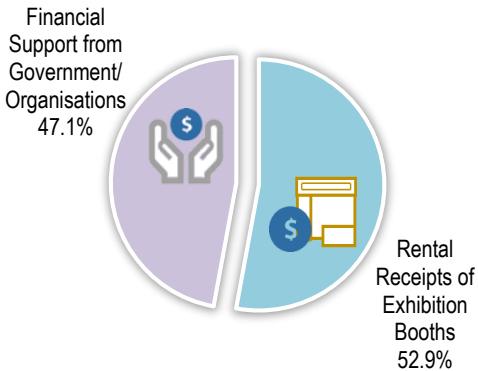


Structure of Receipts and Expenditure of Exhibitions Held by Non-Government Organisations

4<sup>th</sup> Quarter

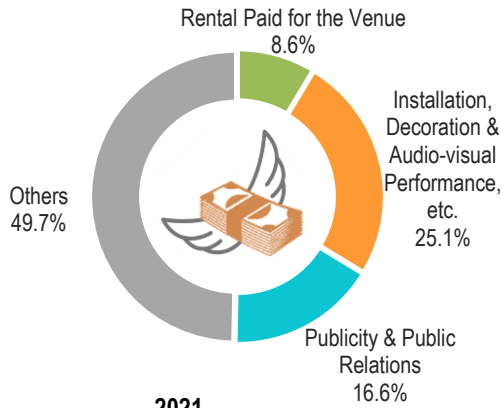
Receipts

MOP **45.71** million



Expenditure

MOP **48.11** million

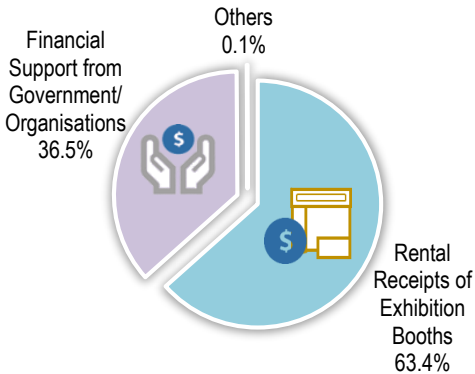


Receipts after deducting financial support & expenditure  
MOP - **23.91** million

2021

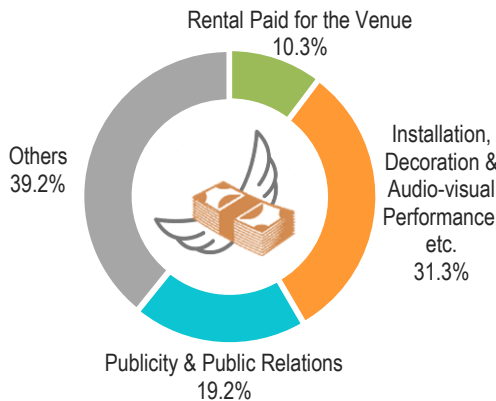
Receipts

MOP **71.70** million

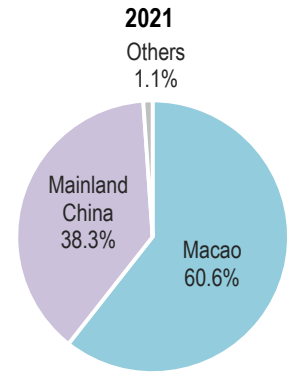
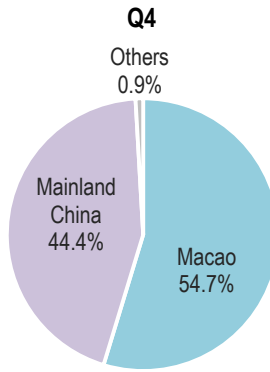
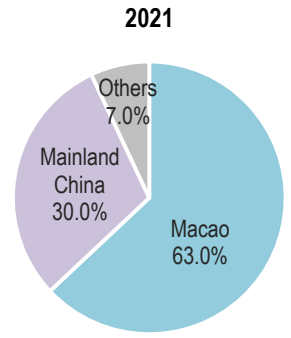
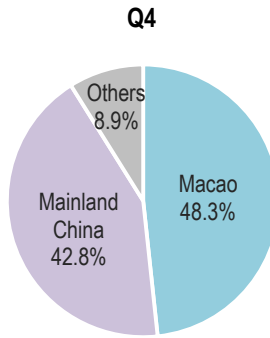
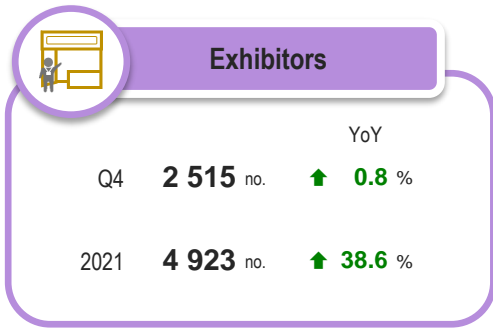


Expenditure

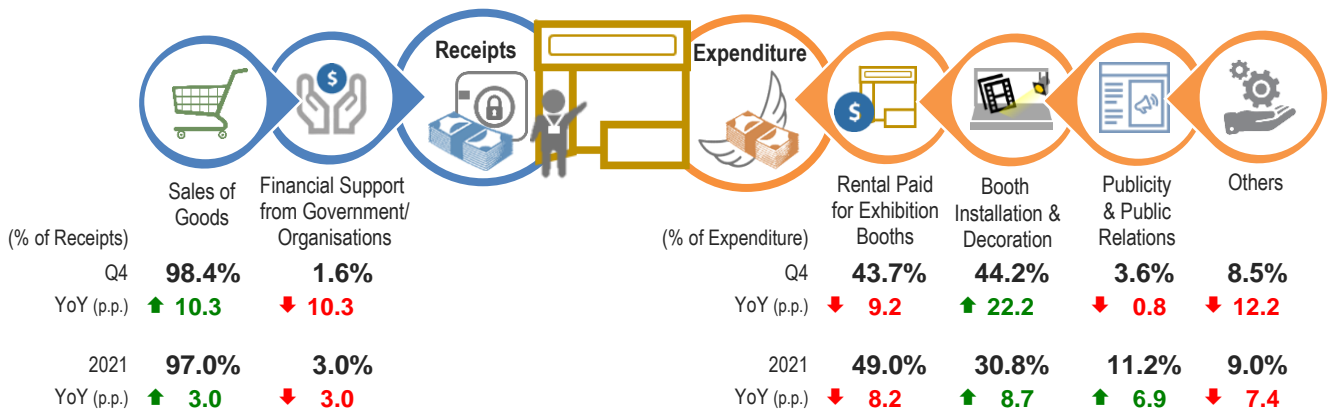
MOP **75.79** million



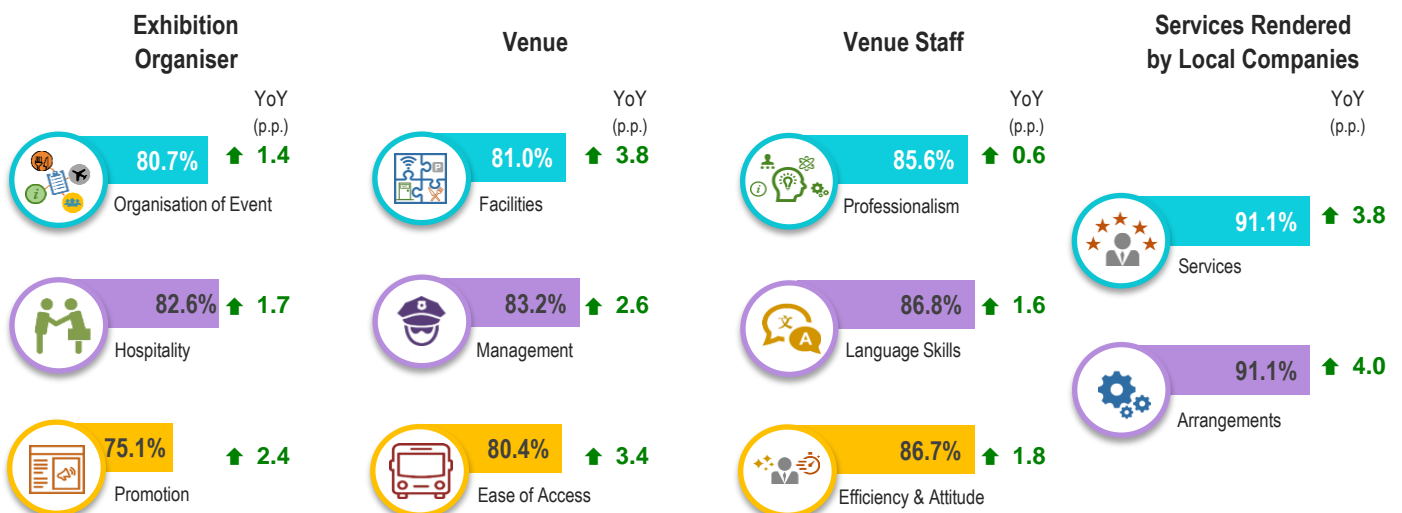
Receipts after deducting financial support & expenditure  
MOP - **30.24** million



### Structure of Receipts and Expenditure of Interviewed Exhibitors



### Level of Satisfaction of Interviewed Exhibitors with Facilities and Services in 2021



## Historical Data

	4 <sup>th</sup> Quarter					Year				
	2016	2017	2018	2019	2020	2016	2017	2018	2019	2020
No. of MICE Events	371	378	461	461	150	1 276	1 381	1 427	1 536	381
Meetings & Conferences	352	354	429	432	131	1 195	1 285	1 342	1 459	345
Of which: 4 hours or more	252	243	282	325	51	788	868	904	1 059	163
Exhibitions	16	18	22	21	19	55	51	60	58	34
Incentives	3	6	10	8	-	26	45	25	19	2
Participants & Attendees ('000)	490	695	736	742	515	1 722	1 902	2 118	2 012	914
Meeting Participants	70	87	79	95	16	176	246	296	291	39
Of which: 4 hours or more	55	78	66	84	9	132	207	260	250	25
Exhibition Attendees	405	591	655	639	499	1 500	1 608	1 765	1 699	875
Incentive Participants	14	16	2	7	-	45	48	56	22	1
Average Duration of Events (day)	1.7	1.8	1.5	1.7	1.2	1.6	1.7	1.5	1.6	1.2
Average Duration of Meetings & Conferences	1.6	1.6	1.4	1.5	0.9	1.5	1.6	1.4	1.5	1.0
Of which: 4 hours or more	2.0	2.2	1.9	1.9	1.4	2.0	2.1	1.9	1.9	1.6
Average Duration of Exhibitions	3.2	3.3	3.3	3.5	3.4	3.3	3.4	3.4	3.4	3.4
Average Duration of Incentives	2.3	3.3	2.8	3.0	-	2.1	3.1	2.6	3.0	1.5
Floor Area Used ('000 m <sup>2</sup> )	721	611	658	684	272	1 430	1 852	2 435	1 713	439
Meetings & Conferences	395	324	464	459	88	782	1 209	1 700	1 193	200
Of which: 4 hours or more	350	294	425	426	48	651	1 084	1 579	1 058	126
Exhibitions	155	152	187	200	183	310	302	347	370	237
Incentives	172	136	7	25	-	338	342	388	151	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 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 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
'000	Thousand	No.	Number
MOP	Macao Pataca	Q	Quarter
p.p.	Percentage point	YoY	Year-on-year Change
m <sup>2</sup>	Square metre		

For additional information:

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

