

Press Release

## **SJM successfully showcases Macau’s diverse ‘tourism +’ experiences at “Macao Week in Tianjin” roadshow**

**(Macau, 4 September 2023)** SJM Resorts, S.A. (“SJM”) is pleased to have successfully participated in the “Macao Week in Tianjin” mega roadshow organised by the Macao Government Tourism Office. During the roadshow, SJM showcased Macau’s diverse ‘tourism +’ experiences with multiple online and offline promotional channels to encourage Mainland Chinese residents and tourists to travel to Macau, while also expanding tourism source markets. The roadshow, held from 31 August to 4 September 2023 at Heping Road Pedestrian Street, Heping District in Tianjin attracted many local residents. The opening ceremony for the “Macao Week in Tianjin” was also attended by a number of official delegates including: Mr. Lei Wai Nong, Secretary for Economy and Finance of the Macau SAR Government; Ms. Maria Helena de Senna Fernandes, Director of the Macao Government Tourism Office; Mr. Ji Guoqiang, member of the Standing Committee of the Tianjin Municipal Committee and the Head of the United Front Work Department; Ms. Li Zhuo, Deputy Head of the Tianjin Municipal Bureau of Culture and Tourism; and Ms. Karen Lee, Assistant Vice President – Destination Marketing for SJM.

The SJM exhibit at the roadshow was a recreation of the beautiful garden design of Grand Lisboa Palace Resort Macau (“Grand Lisboa Palace”). The exhibit’s LEDs vividly captured the unique characteristics of the three hotel towers at Grand Lisboa Palace, inviting visitors to immerse themselves in the magnificence of East and West. The exhibit also showcased the classic design and diverse facilities including the MICHELIN Starred restaurants at Hotel Lisboa and Grand Lisboa Macau (“Grand Lisboa”). SJM’s mascot, “Sam the Rooster” also made an appearance at the roadshow to interact with visitors. While on-site at the exhibit, roadshow participants learned about the rich artistic and cultural events taking place at SJM. “Virtually Versailles”, a fascinating digital exploration into the world of Versailles, is now showing at Grand Lisboa Palace until 15 October 2023.

During the roadshow, SJM also presented a romantic dance performance titled “La La Land in Grand Lisboa Palace” – a beautiful love story of a couple who meet at the integrated resort’s European-style gardens of Jardim Secreto and the iconic Grand Pavillion.

SJM is actively engaged in the Macau SAR Government’s ‘1+4’ diversified development strategy, and continues to expand collaborations across various fields including gastronomy, arts and culture as well as sports. In an effort to deepen cross-border integration of ‘tourism +’ with even more abundant tourism offerings, SJM is pleased to be hosting a two major art and cultural activities. From 21 September to 10 November 2023, Grand Lisboa Palace and Grand Lisboa will hold a “MOONLIGHT SPLENDOR – SJM Lantern Festival” art exhibition, showcasing the artistic creativity of young artists from both Asia and Macau. Grand Lisboa Palace is also pleased to be holding the “Miffy Creative Show” from 25 September to 12 November 2023. To complement the colourful and creative exhibit, SJM is launching a series

of Miffy-themed activities including interactive games, creatively designed themed delicacies and more. In future, SJM will continue to create even more diversified leisure and tourism offerings, giving visitors an opportunity to immerse themselves in all of the rich experiences Macau has to offer as a “World Centre of Tourism and Leisure”.



Mr. Lei Wai Nong, Secretary for Economy and Finance of the Macau SAR Government; Ms. Maria Helena de Senna Fernandes, Director of the Macao Government Tourism Office; Mr. Ji Guoqiang, member of the Standing Committee of the Tianjin Municipal Committee and the Head of the United Front Work Department; Ms. Li Zhuo, Deputy Head of the Tianjin Municipal Bureau of Culture and Tourism; Ms. Karen Lee, Assistant Vice President – Destination Marketing for SJM and more attend the “Macao Week in Tianjin” roadshow opening ceremony. (Photo credit: Macao Government Tourism Office)





SJM's mascot "Sam the Rooster" interacts with "Macao Week in Tianjin" roadshow visitors.



The SJM "La La Land at Grand Lisboa Palace" dance performance captivates visitors at the roadshow exhibit.





The SJM exhibit is a “recreation” of the beautiful garden design of Grand Lisboa Palace, showcasing the magnificence of East and West.



SJM attracts a number of visitors with the launch of exclusive hotel packages and special privileges at the roadshow.