

Press Release

**SJM Actively Supports the Large-Scale Roadshow Event
“Macao Week in Fujian · Xiamen”
to Promote Macau’s Diverse “Tourism+” Elements**

(Macau, 30 October 2023) SJM Resorts, S.A. (“SJM”) has been a staunch supporter of overseas promotions spearheaded by the Macao Government Tourism Office, actively contributing to destination marketing initiatives aimed at elevating Macau’s profile. On 25 October, SJM participated in the “Macao Tourism Seminar and Travel Trade Mini Mart” where it engaged with tourism industry professionals in Xiamen. From 26 to 30 October, SJM took part in the large-scale “Macao Week in Fujian · Xiamen” roadshow. The event aimed to showcase Macau’s multifaceted “Tourism+” elements, ranging from gourmet dining and sporting events to art and culture, targeting both residents and tourists. Exclusive offerings, such as tailored travel packages, grand lucky draws, and new member incentives, were rolled out during the event. The occasion was attended by several high-profile figures, including Chief Executive of the Macau Special Administrative Region, Mr. Ho Iat Seng; Deputy Director of the Hong Kong and Macao Work Office of the Central Committee of the Communist Party of China (CPC) and Director of the Liaison Office of the Central People’s Government in the Macao SAR, Mr. Zheng Xincong; member of the Standing Committee of the CPC Fujian Provincial Committee and Secretary of the CPC Xiamen Municipal Committee, Mr. Cui Yonghui; member of the Standing Committee of the CPC Fujian Provincial Committee and Executive Vice Governor of Fujian Provincial People’s Government, Ms. Guo Ningning; Secretary for Economy and Finance of the Macau SAR Government, Mr. Lei Wai Nong; Deputy Secretary of the CPC Xiamen Municipal Committee and Mayor of Xiamen Municipal People’s Government, Mr. Huang Wenhui; Director of Macao Government Tourism Office (MGTO), Ms. Maria Helena de Senna Fernandes and President of Macao Trade and Investment Promotion Institute, Mr. Vincent U, and Managing Director of SJM, Ms. Daisy Ho, among other guests.

Ms. Daisy Ho, Managing Director of SJM, expressed, “It is a pleasure to be in Xiamen, a city renowned for its rich culture and warm hospitality. SJM is fully dedicated to collaborating with the Macao Government Tourism Office on roadshows, both within mainland China and internationally. We have designed a diverse range of promotional offers and live performances to spotlight Macau’s multifaceted ‘Tourism+’ attractions to both residents and tourists. As we approach the year’s end, Macau will come alive with a host of festive events. SJM is committed to unveiling a spectacular line-up of offers across gastronomy, sports, art and culture, aiming to provide visitors with enriching and memorable experiences.”

By participating in the “Macao Tourism Seminar and Travel Trade Mini Mart”, SJM gained valuable insights into Xiamen’s tourism sector while also showcasing Macau’s diverse tourism offerings. SJM representatives engaged in detailed discussions with local industry experts, thereby laying the groundwork for the development of future market-focused tourism products.



During the “Macao Week in Fujian · Xiamen”, SJM spotlighted its premium offerings under the prestigious “Lisboa brand”. The elegantly designed booth merged Chinese and Western aesthetics, drawing a crowd for photo sessions. It showcased expansive display panels and multimedia presentations that highlighted luxurious accommodations, gourmet dining, tranquil spa and wellness centres, retail spaces, and versatile exhibition venues at Grand Lisboa Palace Resort Macau (“Grand Lisboa Palace”) and Grand Lisboa Hotel (“Grand Lisboa”). SJM also staged a wedding-themed dance performance called “La La Land in Grand Lisboa Palace”, featuring the pillarless Grand Pavilion and the verdant Jardim Secreto as distinctive European-style wedding settings, thereby bolstering Macau’s reputation as a wedding tourism destination. Visitors engaged enthusiastically in SJM’s online pre-event activities and on-site QR code lucky draws. Many also registered as SJM Supreme Card members to avail themselves of enticing prizes and new member perks for their future Macau visits. SJM’s Tourism Ambassador “Sam the Rooster” made a special guest appearance, further enhancing the event’s welcoming ambiance.

During the roadshow, a variety of exclusive travel packages were extended by SJM’s hotels. These included the “Lisboa Luxury Stay” from Grand Lisboa Palace Macau, the “Stylish Travel Package” from THE KARL LAGERFELD MACAU, and the privilege of luxurious room with breakfast for two at the Grand Lisboa. In addition to these, SJM has an exhilarating line-up of future events and attractions in the pipeline, underlining its ongoing commitment to enriching Macau’s tourism landscape. Meanwhile, a culinary extravaganza will be hosted in partnership with the MICHELIN Guide Hong Kong Macau. On 15 and 16 November, the “MICHELIN Star Table” will feature an opulent French feast, orchestrated by the three MICHELIN Starred Robuchon au Dôme at the Grand Lisboa, in collaboration with another French three MICHELIN Starred establishment. In December, the “Chef’s Table: A Symphony of Senses” will take place, featuring a collaborative culinary endeavour between Palace Garden at the Grand Lisboa Palace and another prestigious restaurant featured in the “Black Pearl Restaurant Guide”. On the cultural front, the “Miffy Creative Show – Travel in Style”, which features a whimsical tour with the world-renowned bunny character, as well as the “MOONLIGHT SPLENDOR - SJM Lantern Festival”, which showcases large-scale lantern installations that meld traditional culture with contemporary flair by Asian and Macau artists, are currently running in parallel until mid-November. In the sports domain, SJM is extending its full support to the “70th Macau Grand Prix” slated for November, taking on the role of title sponsor for the internationally renowned Theodore Racing. Additionally, from 4 to 10 December, SJM will serve as the title sponsor for the “CTA Tour SJM Professional Finals (Macau) and National Tennis Championship” for the third consecutive year, marking the event as a national pinnacle in tennis. Alongside these, SJM will be a participating partner in the “Light Up Macao 2023” initiative set forth by the Macao Government Tourism Office this December, aimed at enhancing community tourism through visually captivating light installations. We cordially invite visitors to explore Macau personally, to immerse themselves in the diverse touristic experiences provided by SJM, and to discover the exceptional allure of Macau as a “World Centre of Tourism and Leisure.”



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



The SJM “La La Land at Grand Lisboa Palace” wedding-themed dance performance captivates visitors at the roadshow exhibit.



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