

Press Release

SJM Resorts Product Seminar (Shenzhen) Successfully Concludes

*Showcasing Diverse Leisure and Entertainment Experiences
To Broaden Mainland Market Reach*

(Macau, 12 March 2024) SJM Resorts, S.A. (“SJM”) held the first SJM Resorts Product Seminar (Shenzhen) after Chinese New Year on 12 March 2024, promoting its resorts and hotels, notably its newest flagship, the Grand Lisboa Palace Resort Macau (“Grand Lisboa Palace”), along with a series of tourism products from its parent company, Sociedade de Turismo e Diversões de Macau, S.A. (“STDM”). The event showcased Macau’s unique “Tourism+” allure and aimed to enhance visitations from Shenzhen and Greater Bay Area tourists. The vibrant event was abuzz with enthusiasm from over 150 industry professionals who attended.

Ms. Daisy Ho, Managing Director of SJM, commented, “With the growing ties between Shenzhen and Macau, we hope to showcase the richness of Macau’s tourism offerings, thereby further reinforce its reputation as a ‘World Centre of Tourism and Leisure’, and pave the way for tourism development within the Greater Bay Area alongside all industry practitioners.”

The product seminar provided Shenzhen tourism practitioners a deeper understanding of SJM’s vast array of tourism offerings. Nestled in a prime area in Cotai, the Grand Lisboa Palace, a crown jewel of SJM, melds Chinese and Western aesthetics in its design. This resort is distinguished by its trio of opulent hotel towers: the splendid **Grand Lisboa Palace Macau**, the globally unique **THE KARL LAGERFELD MACAU**, and the very first **Palazzo Versace Macau** in Asia. It is the only Macau resort that boasts two prestigious designer brands under its roof, offering an unparalleled luxury stay, world-class dining, serene spa treatments, chic shopping, enriching cultural and artistic programmes, and themed entertainment facilities. Another SJM hotel property, the **Grand Lisboa Hotel** (“Grand Lisboa”), stands prominently in the heart of Macau Peninsula, housing several famous restaurants recognised by the MICHELIN Guide and the Black Pearl Restaurant Guide. Both the Grand Lisboa Palace and the Grand Lisboa have earned Forbes Travel Guide’s coveted five-star distinction. The **Jai Alai Hotel**, linked to the Macau Outer Harbour Ferry Terminal by a footbridge, offers an assortment of entertainment and leisure amenities for its visitors.

Furthermore, various hotels under STDM’s umbrella boast a rich heritage and have received widespread recognition. These include: Macau’s first five-star hotel, **Hotel Lisboa Macau**; **Hotel Sintra**, located in close proximity to UNESCO World Heritage sites; **Artyzen Grand Lapa Macau**, renowned for its art and cultural ambiance; and **Grand Coloane Resort**, the only hotel fronting the ocean on Hac Sa Beach. Each property is distinguished by its unique allure, promising guests a series of delightful surprises. In addition to showcasing these esteemed properties, the event also featured a lucky draw with fabulous prizes, such as hotel travel packages including breakfast, aiming to attract visitors to discover Macau and experience in a relaxing vacation presented by SJM and STDM.



Mr. Joseph Liu, Senior Vice President of Marketing of SJM Resorts, S.A. (second left), Ms. Janet Yu, Assistant Vice President of Sales of SJM Resorts, S.A. (second right), Mr. Ronald Chan, Director of Sales of Hotel Lisboa (first left), and Mr. Edwin Ma, Area Director of Sales & Marketing of Artyzen Grand Lapa Macau & Grand Coloane Resort (first right), presiding over the launch ceremony of the SJM Resorts Product Seminar (Shenzhen).



The SJM Resorts Product Seminar (Shenzhen) holds in Shenzhen attracted over 150 industry professionals, creating a lively and robust scene.



Industry professionals from Shenzhen learning about SJM and STD M's tourism products at the event.