

Press release

## **SJM Hosts Product Seminars in Shanghai and Beijing**

(Macau, 2 April 2024) After Shenzhen, SJM Resorts, S.A. (“SJM”) held two SJM Resorts Product Seminars in Shanghai and Beijing on 29 March and 2 April respectively, promoting its resort 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 events showcased Macau’s unique “Tourism+” allure and aimed to enhance visitations and cooperation from mainland China tourists. The vibrant events were abuzz with enthusiasm from around 300 industry professionals who attended.

Attendees of the product seminars included representatives from corporate clients, the leisure and exhibition industry and travel agencies. The product seminars provided deeper understanding of SJM’s vast array of tourism offerings. Nestled 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 Macau** (“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: **Hotel Lisboa**, Macau’s first five-star hotel; **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 events 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.

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Ms. Karen Lee, Assistant Vice President of Destination Marketing of SJM (second left), Ms. Janet Yu, Assistant Vice President of Sales of SJM (second right), Mr. Ronald Chan, Director of Sales of Hotel Lisboa (first left), and Mr. Edwin Ma, Area Director of Sales and Marketing of Artyzen Grand Lapa Macau and Grand Coloane Resort (first right), preside over the launch ceremony of the SJM Resorts Product Seminar (Beijing).



Ms. Karen Lee, Assistant Vice President of Destination Marketing of SJM (second left), Ms. Janet Yu, Assistant Vice President of Sales of SJM (second right), Mr. Ronald Chan, Director of Sales of Hotel Lisboa (first left), and Mr. Chris Tai, Senior Director of Sales of Artyzen Grand Lapa Macau and Grand Coloane Resort (first right), preside over the launch ceremony of the SJM Resorts Product Seminar (Shanghai).



The SJM Resorts Product Seminars attracts industry professionals, creating a lively and robust scene.



Industry professionals learn about SJM and STD M's tourism products at the event.