

Press release

**SJM Enthusiastically Engages in the
“Experience Macao Singapore Roadshow”**
Drawing Singaporean Visitors with Culinary Highlights

(Macao, 29 April 2024) The “Experience Macao Singapore Roadshow,” hosted by the Macao Government Tourism Office (MGTO), has successfully concluded. SJM Resorts, S.A. (SJM) took an active part in the “Macao Tourism +MICE Product Updates” held on 25 April, followed by the public roadshow from 25 to 28 April at Suntec City Atrium. SJM enthusiastically promoted Macao’s “Tourism+” initiatives to local trade partners, Singapore residents, and tourists, establishing Macau as the top-of-mind destination with its allure as a “World Centre of Tourism and Leisure.” Visitors were particularly drawn to SJM’s unique accommodation options, MICHELIN dining experiences and award-winning cuisines.

The roadshow’s opening ceremony was attended by Mr. Cheng Wai Tong, Deputy Director of the MGTO, Ms. Wee Hee Ling, Deputy Chairman Outbound of the National Association of Travel Agents Singapore, Ms. Elaine Wong, Executive Director of Board of Directors of the Macao Trade and Investment Promotion Institute (IPIM) and Ms. Karen Lee, Assistant Vice President of Destination Marketing of SJM. The event also featured SJM’s mascot, “Sam the Rooster,” who became a highlight for photo opportunities with the visiting crowds of Singaporean and overseas guests.

During the product updates and networking event, SJM representatives showcased the extensive array of travel products and MICE offerings at the resorts. This session provided SJM with a vital opportunity to engage deeply with local industry professionals, gain insights from this pivotal Asian destination, and better understand the needs of both local and international travellers. These interactions are crucial for shaping future targeted travel products.

During the roadshow, SJM highlighted its diverse travel offerings from its flagship properties, the Grand Lisboa Palace Resort Macau and the Grand Lisboa Macau, which include award-winning dining, family-friendly cultural activities, community-based tourism, and luxurious designer brand accommodations. Visit the official SJM website for more information: <https://www.sjmresorts.com/en>.

- End -



Distinguished guests at the opening ceremony of the roadshow event in Singapore.



Official guests at the SJM booth.



Singaporean and overseas guests are deeply attracted by SJM's tourism products.