



Press Release

SJM Fully Supports Macau International Tourism (Industry) Expo to Consolidate Macau's Status as “World Centre of Tourism and Leisure”

(Macau, 26 April 2024) SJM Resorts, S.A. (“SJM”) continued its steadfast commitment by supporting and participating in tourism promotion initiatives led by the Macao Government Tourism Office. From 26 to 28 April, SJM took part in the “12th Macau International Tourism (Industry) Expo” (“MITE”) as a Leading Party. Throughout the event, SJM showcased the myriad of new attractions and tourism assets under its properties, and participated in industry networking activities and online sales events. These efforts aimed at fostering collaborations with both global and local trade partners, leveraging shared resources, and promoting Macau to international visitors, in alignment with SJM’s broader strategy to bolster the development of Macau’s integrated tourism and leisure industry and strengthening the city’s status as a “World Centre of Tourism and Leisure”.

Ms. Daisy Ho, Managing Director of SJM, stated, “As a pioneer in Macau’s tourism and leisure sector, we are honoured to once again lend our full support to this significant event. We are delighted to witness the Expo growing from strength to strength, which is a solid testament to Macau's growing status as a leading tourism destination in Asia, and underscores its lynch-pin role in driving GBA regional tourism. We are eager to leverage this exceptional platform to explore collaborative ventures with fellow tourism enterprises and associated industries, both regionally and internationally, in contribution to Macau’s ‘1+4’ appropriately diversified development strategy.”

With the warmer months approaching, SJM will present an enticing array of offerings that showcased Macau’s diverse “Tourism+” attractions. In the realm of gastronomy, MICHELIN-starred Chef José Avillez from Portugal will host two exquisite eight-course dinners at Mesa by José Avillez on 26 and 27 April. Additionally, the much-anticipated openings of London’s most instagrammable café EL&N London and two Italian dining venues - Mamma Pizza and The Café La Scala del Palazzo will be held in coming months. Regarding sports activities, the “SJM Five-a-side Football Friendly: Portugal Icons vs. GBA Flying Dragon” in celebration of the 25th anniversary of Macau SAR will take place on 19 May, with Portuguese football legend Luis Figo leading the charge against players from the Greater Bay Area and the Hong Kong Celebrity Football Team, an event proudly sponsored by SJM. As well, SJM once again sponsors “2024 SJM Macao International Dragon Boat Races” to be held from 8 to 10 June, to celebrate this traditional Chinese festival with travellers and local residents. On the arts and culture front, the “Moomin Encounter - Joyous Adventure in Macau” is running from 22 April to 31 August, featuring photo opportunities, limited-time themed menus and a unique array of souvenirs.



From 26 to 28 April, SJM takes part in the “12th Macau International Tourism Industry Expo”, inviting guests and industry professionals to visit and participate in the business matching sessions onsite.



In celebration of 25th anniversary of the establishment of Macau SAR, 25% discount on room packages at Grand Lisboa Palace Macau, THE KARL LAGERFELD MACAU, and Palazzo Versace Macau are offered at the Expo.



Visitors are welcome to enjoy a 25% discount on lunch and dinner for two at The Grand Buffet, as well as on lunch for two at the Jai Alai Buffet.