

Press Release

**SJM Strongly Supports the “Experience Macao” Roadshow in Jakarta
Introduces Family-Focused Attractions to Indonesian Visitors**

(Macao, 12 May 2024) The “Experience Macao” Roadshow in Jakarta, orchestrated by the Macao Government Tourism Office, concluded successfully. SJM Resorts, S.A. enthusiastically supported the “Macao Tourism + MICE Product Updates” Seminar and Travel Mart on 8 May, as well as the large-scale roadshow held from 9 to 12 May at Central Park Mall in Jakarta. These initiatives showcased Macau’s robust “Tourism+” offerings to industry professionals, local residents, and visitors, enhancing Macau’s appeal as the preferred destination for family tourism and underscoring its status as the “World Centre of Tourism and Leisure.”

During the promotional event, SJM showcased an array of exclusive accommodations and gourmet dining options, alongside a host of compelling activities. Highlights included the “SJM Five-a-side Football Friendly: Portuguese Icons vs. Greater Bay Area Dragons” slated for 19 May, immersive experiences at “Martial Arts Arena” and “AI Wonderland”, the two major thematic game zones within the Grand Lisboa Palace Resort Macau, and “SJM x Macau Cruise” featuring “Sea + Land” sightseeing tours, all designed to captivate visitors of varied ages.

The roadshow’s inauguration was graced by notable attendees including Ms. Maria Helena de Senna Fernandes, Director of the Macao Government Tourism Office; Ms. Annissa Noviyarny, Assistant Deputy Director of Tourism Marketing for Taiwan, Hong Kong, and Macao of the Ministry of Tourism and Creative Economy of the Republic of Indonesia; representatives of local tourism associations; and Ms. Karen Lee, Assistant Vice President of Destination Marketing, Brand Development & Marketing at SJM. Adding to the festivities, SJM’s mascot, “Sam the Rooster,” also featured prominently, engaging with attendees and providing memorable photo opportunities.

At the product showcase and business discussions, SJM representatives detailed their extensive portfolio of travel offerings and high-end experiences, engaging with local industry leaders to explore potential enhancements to Macau’s international tourism profile following the launch of a direct Jakarta-Macau flight route introduced in November of the previous year.

Throughout the event, SJM displayed a wealth of Macau’s travel initiatives at the Grand Lisboa Palace and the Grand Lisboa Macau. The exhibition included acclaimed restaurants, art and cultural activities for families, community-based tourism, and designer branded accommodations. Attendees also participated in a major lucky draw, winning an assortment of prizes, including dining and shopping vouchers sponsored by SJM.

For additional information, please visit SJM’s official website:
<https://www.sjmresorts.com/en>.

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



Official guests at the SJM booth.



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