

Press Release

**SJM co-hosted 2024 PATA Annual Summit
Draws to Successful Close in Macau**

(Macau, 17 May 2024) The “Pacific Asia Travel Association Annual Summit 2024” a notable event in the regional tourism calendar, concluded successfully from 15-17 May at the Grand Lisboa Palace Resort Macau. The 3-day summit was hosted by the Macao Government Tourism Office and co-hosted by SJM Resorts S.A., (“SJM”) who provided logistical coordination, venue sponsorship, and hosted a grand Welcome Dinner Reception and PATA Awards Presentations.

This year’s summit allowed Macau to demonstrate its comprehensive strengths in organising large-scale conventions and exhibitions, as well as highlighting its role as an international exchange hub, reinforcing the synergistic development of “Tourism + MICE” for the destination.

As tourism professionals and leaders from around the globe convened in Macau, SJM showcased the fruitful results of Macau’s efforts in promoting its “Tourism+” model, and highlighted the diversified offerings of the city’s integrated tourism and leisure industry. SJM looks forward to delegates bringing their premium Macau experience home so that they will champion Macau’s tourism appeal, help draw a broader international audience to discover the extraordinary charm of this melting pot of Eastern and Western cultures, promote Macau as a “Creative City of Gastronomy,” “City of Sport,” and “City of Performances,” and solidify its status as a “World Centre of Tourism and Leisure.”

During the opening ceremony, Ms. Daisy Ho, Managing Director of SJM, delivered a keynote speech on this year’s theme, “Reimagining Tourism.” She emphasised the necessity of collaborative efforts between public and private sectors to achieve sustainable tourism development, aligning with the triple bottom line of “People, Planet, Prosperity.” Ms. Ho shared insights into the initiatives driving sustainable growth within Macau’s tourism industry.

Ms. Ho also highlighted SJM’s commitment to a “people-first” approach, illustrating the group’s investment in human capital through extensive training programs and support for holistic employee development. This approach not only injects innovative energy into the workforce but also supports Macau SAR’s “1+4” diversification development strategy.

Further discussing SJM’s future blueprints and social responsibility initiatives, Ms. Ho outlined the group’s dedication to spreading economic benefits across all community strata, including support for SMEs and youth, ensuring shared benefits from tourism growth, strengthening cultural identity, and fostering overall well-being.



The summit featured over 20 diverse sessions, including keynote addresses, breakout discussions, interviews, and presentations, with special focus sessions on youth engagement and the Greater Bay Area. These gatherings provided a platform for over 40 distinguished speakers from around the world and over 400 delegates from 29 destinations to deliberate on the evolving roles and responsibilities of tourism in today's society and its contribution to sustainable development.

The conference also offered participants an array of cultural activities and local experiences, enabling them to engage deeply with Macau's unique cultural heritage and contemporary offerings.



Ms. Daisy Ho, Managing Director of SJM, delivers a speech at the opening ceremony.



Mr. Peter Semone, PATA Chair, presents tokens of appreciation to Ms, Maria Helena de Senna Fernandes, Representative of the Secretary for Economy and Finance of the Macau SAR Government, Director of Macao Government Tourism Office and Ms. Daisy Ho, Managing Director of SJM.



Ms. Daisy Ho, Managing Director of SJM and distinguished guests attend the Welcome Dinner.