



## Press Release

### **SJM Strongly Supports “Experience Macao roadshow in Korea” Highlighting 'Sports+Tourism’ to Attract Korean Visitors**

(Macau, 2 June 2024) Organised by the Macao Government Tourism Office, the “Experience Macao roadshow in Korea” themed “My Favorite Macao” wrapped up with a flourish at Shinsegae Gangnam Central City. Spanning four days, this event kicked off with a high-impact industry event “Macao Tourism + MICE Product Updates Seminar & Travel Mart” on 29 May, leading into a vibrant public roadshow that ran from 30 May to 2 June. SJM Resorts, S.A. actively participated in all events and took the opportunity to showcase a stunning array of unique dining experiences, opulent accommodations, captivating activities, and thrilling sporting events, all of which were met with great enthusiasm from visitors.

This May, Korea recaptured the top spot in Macau’s international visitation and the roadshow highlighted the market’s significance. Guests of Honour who attended the kick-off ceremony included Ms. Maria Helena de Senna Fernandes, Director of Macao Government Tourism Office; Mr. Seo, Dae Hun, Director of Korea Association of Travel Agents (KATA), Mr. Lee, Ho Geun, Director of GOOD CHOICE Company; Mr. Chris Lew, Representative of MGTO Korea; Mr. Oh, Seung Jun, Head of Payment Group of KAKAO PAY and Ms. Karen Lee, Assistant Vice President of Destination Marketing at SJM. Adding to the festivities, SJM’s mascot “Sam the Rooster” made a special appearance, drawing crowds of Korean locals and tourists eager for a memorable photo opportunity.

Throughout the roadshow, SJM sales representatives actively engaged with key players in the Korean travel industry, showcasing their extensive portfolio of travel products and the dynamic “Tourism+” offers available in Macau. These discussions proved invaluable in discovering the specific needs of Korean travelers, opening avenues for potential future partnerships, and designing targeted travel offerings that underscore Macau’s status as a “World Center of Tourism and Leisure.” These strategic dialogues are integral to fostering closer collaboration between the two regions and enhancing visitor flows.

During the “Experience Macao roadshow in Korea”, SJM showcased the continued dedication to supporting the Macao Government’s “Tourism + Sports” strategy through organising a variety of exhilarating sports events infused with cultural richness. Additionally, SJM created all-encompassing experiences tailored for visitors of all ages, featuring premier culinary delights and luxurious accommodation options. For more information, please visit the SJM official website: <https://www.sjmresorts.com/en>



Guests of Honour kicking off the “Experience Macao roadshow in Korea.”



Guests exploring the SJM booth, adorned with Sino-Portuguese cultural elements.



SJM's sporting spectacles and diverse travel products captivated Korean visitors.