

Press release

## **SJM Participates at “Experience Macao roadshow in Bangkok, Thailand” Showcasing Macau’s Multifaceted “Tourism+” Charms**

(Macau, 16 June 2024) Organised by the Macao Government Tourism Office (MGTO), the “Experience Macao roadshow in Bangkok, Thailand” concluded successfully at Central World Shopping Plaza in Thailand. Spanning three days, this vibrant event, held from 14 to 16 June, highlighted the exceptional travel experiences offered under the Lisboa brand and showcased Macau’s extensive “Tourism+” attributes as a premier global destination. SJM Resorts, S.A. (SJM) actively participated in the “Macao Tourism + MICE Product Updates Seminar & Travel Mart Bangkok 2024” and public roadshow, presenting a stunning array of luxurious accommodations, fine dining, top-notch facilities, and engaging activities, all of which were met with great enthusiasm from travel trade partners and visitors.

Guests of Honour at the kick-off ceremony included Ms. Maria Helena de Senna Fernandes, Director of the Macao Government Tourism Office; Ms. Jiranee Poonayom, Director of East Asia Market Division, Tourism Authority of Thailand; Mr. Thanapol Cheewarattanaporn, Vice President of Thai Travel Agents Association (TTAA); Mr. Sam Lei, Executive Director of Macao Trade and Investment Promotion Institute; Ms. Uracha Jaktaranon, General Manager of Macao Government Tourism Office Marketing Representative Office in Thailand and Ms. Karen Lee, Assistant Vice President of Destination Marketing of SJM. Adding to the festivities, SJM’s mascot “Sam the Rooster” made a special appearance, drawing crowds of Thai locals and tourists eager for a memorable photo opportunity.

Throughout the seminar, SJM representatives actively engaged with key players in the Thai 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 Thai travellers, opening avenues for potential future partnerships, and enhancing visitor flows between the two regions.

At the uniquely designed SJM booth, a vast array of culinary offerings, destination attractions tailored for guests of all ages, and roadshow-exclusive luxurious accommodation packages were showcased. Large crowds of visitors engaged with SJM ambassadors, participated in promotional activities, and took advantage of on-site privileges to plan their summer travel.



Guests of Honour kicking off the “Experience Macao roadshow in Bangkok, Thailand”



Officiating guests exploring the SJM booth, adorned with Sino-Portuguese cultural elements





SJM's exciting event calendar and diverse travel products captivate Thai visitors



SJM mascot, "Sam the Rooster," in a lively photo session with participants