

Press Release

## “SJM Product Seminar (Taiwan)” Successfully Showcased Macau’s Multidimensional Tourism Allure

(Macau, 5 August 2024) SJM Resorts, S.A. (“SJM”) has long been dedicated to marketing Macau as a destination in the international arena and expanding its traveller market base. Alongside actively participating in the Macau Government Tourism Office’s year-round overseas promotional roadshows, SJM also independently organises showcases abroad to bolster these efforts. SJM hosted a “SJM Product Seminar (Taiwan),” themed “The Legend of Macau” at the Mandarin Oriental in Taipei, Taiwan on 2 August 2024. The event spotlighted the resort, hotels, global cuisine, spa treatments, and MICE offerings under the Lisboa portfolio. Furthermore, it featured a new range of “Tourism+” events spearheaded by SJM, encouraging visitors from Taiwan to experience Macau’s diverse charm, a blend of ancient and modern, East and West. The event was met with great enthusiasm, drawing over 110 participants from travel associations, travel agencies, and corporate business partners.

Ms. Daisy Ho, Managing Director of SJM, commented, “Given the geographical proximity and deep-rooted cultural ties between Taiwan and Macau, the two regions share a profound familial bond in economic, lifestyle, and traditions. SJM has leveraged the opportunity to significantly strengthen our connections with a network of travel partners in Taiwan, and through this network, we aim to introduce our Lisboa series of resort and a compelling lineup of sports, cultural arts, and gastronomy events planned for the second half of the year, all of which shall resonate strongly with the Taiwanese audience. We sincerely invite friends from Taiwan to experience firsthand the vibrant allure of Macau and establish Macau’s newest identity as an international metropolis in overseas markets.”

**Grand Lisboa Palace Resort Macau**, SJM’s flagship property, is home to the only international designer-branded hotels in Macau. Situated in vibrant Cotai area, its design harmoniously blends Eastern and Western elements, consisting of three magnificent hotel towers: the elegant Grand Lisboa Palace Macau, the one and only THE KARL LAGERFELD MACAU in the world, and the very first Palazzo Versace Macau in Asia. The collection offers ultra-luxurious accommodations, global culinary delights, award-winning spa experiences, fashionable shopping, and exciting happenings, all under one roof.

Likewise, the **Grand Lisboa Macau**, distinguished with Five-Star ratings from Forbes Travel Guide, is located on the Macau Peninsula and features Robuchon au Dôme, the only restaurant in Macau awarded three MICHELIN Stars for 16 consecutive years. The hotel’s restaurants have also garnered MICHELIN Stars, diamonds from the Black Pearl Restaurant Guide, and Wine Spectator awards. Meanwhile, the **Jai Alai Oceanus**, conveniently connected with the Outer Harbour Ferry terminal, provides a broad spectrum of leisure and entertainment facilities, offering another dimension of guest experience.

At the event, SJM also introduced the long-rooted tourism assets under its parent entity, Sociedade de Turismo e Diversões de Macau, S.A. (“STDM”), which resonate with both heritage and innovation. These include Macau's first five-star **Hotel Lisboa**, the colonial-era styled culturally rich **Artyzen Grand Lapa Macau**, the unique beachfront hotel **Grand Coloane Resort**, as well as the **Hotel Sintra**, which is only a stone throw away from Macau's UNESCO World Heritage sites. A lucky draw was also held during the event, giving away free accommodations with breakfast at several hotels, attracting local industry professionals and tourists to explore “The Legend of Macau,” crafted by SJM and STDM. An interactive Q&A session was held, during which participants who answered the questions correctly would receive a plush toy of SJM’ mascot, “Sam the Rooster” as a prize.

SJM also showcased key events on its calendar for late 2024. For “Tourism + Sports,” SJM will be supporting the “SJM Macao Open 2024” in October, the 71st Macau Grand Prix in mid-November, and the “2024 CTA Tour SJM Professional Finals (Macao) and National Tennis Championships” in December. In the realm of “Tourism + Art”, SJM will host the “SJM Ronald Cheng Music Show” on 10 August, and a large-scale lantern event from September to November. In terms of “Tourism + Education,” SJM features two themed experience zones at Grand Lisboa Palace: the “AI Wonderland” and the “Martial Arts Arena,” both of which offer unique educational experiences for younger visitors. In response to seasonal festivities, SJM has launched a diverse range of integrated activities and offerings, creating a one-stop amazing journey in Macau for guests. This summer, SJM is proudly introducing the “Embracing the SAMmer Holiday @ SJM Resorts” exclusive package, allowing guests to indulge in exquisite cuisine, educational travel experiences, wellness treatments, and luxurious vacation experiences.

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Distinguished guests kicked off the “SJM Product Seminar (Taiwan).”



Taiwanese tourism industry professionals learned about SJM and STDM tourism products and its exciting lineup of “Tourism+” offerings through interactive programs at the event.