



Press Release

SJM's Enthusiastic Participation at "Macao Week in Shaanxi · Xi'an"

Spotlighted Macau's Rich "Tourism+" Travel Themes

(Macao, 26 August 2024) SJM Resorts, S.A. ("SJM") continues to play a pivotal role in enhancing Macau's stature as a top-tier travel destination. In support of the Macao Government Tourism Office ("MGTO"), SJM has actively participated at the "Macao Destination Presentation and Networking Seminar," held on 21 August, which convened tourism experts from Xi'an for essential strategic discussions. Additionally, the "Macao Week in Shaanxi · Xi'an" roadshow, which ran from 22 to 26 August, was a vibrant showcase of what Macau has to offer. Throughout this event, SJM highlighted Macau's rich array of attractions, from luxurious accommodations and gourmet dining to unique thematic adventures and a varied calendar of cultural and sporting events, developed under the broad "Tourism+" strategy, with the aim of drawing more visitors to Macau's shores.

Dignitaries present at the event included Mr. Lei Wai Nong, Secretary for Economy and Finance of the Macao SAR Government; Mr. Xu Ketao, Member of the Standing Committee of Xi'an Municipal Committee of the Communist Party of China (CPC) and Vice Mayor of Xi'an Municipal People's Government; Ms. Yao Hongjuan, Director of Hong Kong and Macao Affairs Office of Shaanxi Provincial People's Government; Ms. Ku Mei Leng, Chief of Office of the Secretary for Economy and Finance of the Macao SAR Government; Ms. Maria Helena de Senna Fernandes, Director of Macao Government Tourism Office (MGTO); Mr. Vincent U, President of Macao SAR Commerce and Investment Promotion Institute; Mr. António Lei, Director of the Economic Development Bureau of the Guangdong-Macao In-Depth Cooperation Zone in Hengqin, and Mr. Li Tiejun, Deputy Secretary of the Party Working Committee of Qujiang New District of Xi'an, and Ms. Karen Lee, Assistant Vice President of Destination Marketing, Brand Development & Marketing of SJM.

Ms. Daisy Ho, Managing Director of SJM, commented on the recent initiatives, "With Xi'an now part of the 'Individual Visit Scheme' for Hong Kong and Macau since February, we are excited to gain further insights about the people and travel preferences of Xi'an through this roadshow. It is an outstanding opportunity to showcase our exceptional dining experiences and unique appeal. This event also helped to strengthen our tourism network across China. We are grateful for MGTO's stewardship in driving closer partnership with the mainland, thereby boosting reciprocal tourism flows and reinforcing Macau's reputation as a premier comprehensive tourism destination."

At the "Macao Destination Presentation and Networking Seminar," SJM's representatives engaged in in-depth exchanges with Xi'an's tourism industry leaders and actively fostered connections with local professionals. This interaction is crucial for creating travel offerings that align with the changing preferences of the market. The roadshow included a distinctively styled booth, blending opulent Sino-Western aesthetics, which highlighted the award-winning hospitality of both the Grand Lisboa Palace Resort Macau and the Grand Lisboa Macau. Additionally, the main stage hosted

a “Pinnacle of Fine Dining” dance performance, which showcased the culinary artistry of SJM’s renowned restaurants. The event also featured an onsite QR code lucky draw, attracting substantial participation from attendees who also registered as SJM Supreme Card members to access a plethora of prizes, welcoming gifts, and exclusive membership benefits. Additionally, SJM’s mascot, “Sam the Rooster,” delighted guests with a special appearance, handing out souvenirs to commemorate the occasion.

During the roadshow, SJM unveiled limited-time offers on luxurious accommodation and wedding promotions. These included enticing travel packages at Grand Lisboa Palace Macau, THE KARL LAGERFELD MACAU and Palazzo Versace Macau. Additionally, Grand Lisboa Palace launched a romantic wedding package designed to offer couples an unforgettable celebration.

SJM’s sports calendar is packed with standout events, leading with the “10th Asian Wushu Championships” in September, followed by the “SJM Macau (Golf) Open 2024” in October, “2024 CTA Tour SJM Professional Finals (Macau) and National Tennis Championships” and the “71st Macau Grand Prix” in November. On the cultural front, SJM actively supports the “32nd Macao International Fireworks Display Contest” with Macau Cruise offerings. The “Dragons of the Four Seas: Tribute to Macau” Lantern Art Exhibition will enchant visitors from September to November. With the themed experience zones “Martial Arts Arena” and “AI Wonderland”, and the new creative hub “GLP Arte”, these events exemplify Macau’s unique “Tourism+” approach, drawing visitors eager to experience the vibrant culture and dynamic events that affirm Macau’s status as a “World Centre of Tourism and Leisure”.



Distinguished guests honour the opening ceremony with their presence.



Ms. Karen Lee, Assistant Vice President of Destination Marketing of SJM guides guests to visit SJM's roadshow booth.



SJM's roadshow booth, promoting luxurious accommodation and wedding deals, draw a large crowd.



SJM hosts the “Pinnacle of Fine Dining” dance performance, celebrating the diversity of its gastronomic offerings, on the roadshow’s main stage.



“Sam the Rooster,” SJM’s tourism ambassador, delights attendees with his appearance at the “Macao Week in Shaanxi · Xi’an”.