

Press release

Macau’s “Tourism+” Appeal on Full Display at SJM Resorts, S.A. Malaysia Product Seminar 2024

(Macau, 12 November 2024) In line with its mission of promoting Macau’s tourism appeal over the years, SJM Resorts, S.A. (“SJM”) successfully concluded the SJM Resorts, S.A. Malaysia Product Seminar 2024 on 12 November, which marks the latest destination in its “The Legend of Macau” travel trade series, following stops in Shenzhen, Shanghai, Beijing, Taiwan, Bangkok, Singapore, and Tokyo. The showcase, in Kuala Lumpur, introduced SJM’s lineup of resorts, hotels and tourism products while offering exclusive time-limited offers for Malaysian tourists. The event was a resounding success, attracting close to 100 attendees, including representatives from local travel agencies, distributors, travel trade associations, airlines, MICE planners and corporate clients.

Ms. Daisy Ho, Managing Director of SJM, commented, “Following our participation in the ‘Experience Macao’ roadshow in Malaysia in July, we are again taking the initiative to build stronger ties with the industry and develop partnerships in markets like Malaysia, from which the number of inbound tourists to Macau grew by 1.4 times for the first three quarters of this year. Through the showcase, we presented our top-notch tourism products and experiences to Malaysian industry partners, inspiring them with world-class resort offerings and a multitude of sports, art and culture, and culinary events we have in the pipeline. We look forward to welcoming more Malaysian visitors to Macau to experience our unique charm and cultural heritage.”

SJM unveiled a number of exclusive offers that allow Malaysian travellers to access unique accommodation, wedding, and MICE package deals. These include hotel packages with breakfast, such as “Palazzo Versace Macau Experience Package” and package that include transportation service between Macau and Hong Kong, such as “Escape-to-Macau Package” for Grand Lisboa Palace Macau and THE KARL LAGERFELD MACAU. The “Joyous Family Package” comes with the chance to board the “SJM x Macau Cruise,” where visitors can capture the city’s beautiful vistas and take in the cultural and heritage sights of Macau from a unique vantage point.

At the event, SJM introduced its flagship properties Grand Lisboa Palace Resort Macau, Grand Lisboa Macau and the long-rooted tourism assets under its parent entity, Sociedade de Turismo e Diversões de Macau, S.A. (“STDM”), that resonate with both heritage and innovation. Through this, participants were well exhibited with SJM’s diversified experiences including hotel accommodation, dining options, themed entertainment such as “Martial Arts Arena” and “AI Wonderland,” as well as art workshops at the “GLP Arte” at Grand Lisboa Palace. A lucky draw was also held to give away free SJM accommodation packages to attending guests, allowing them to fully embrace “The Legend of Macau” as curated by SJM, experiences that encompass Macau’s unique UNESCO heritage and feature local attractions, as well as the full range of tourism offerings under SJM.

This year marks the 25th anniversary of the establishment of the Macao Special Administrative Region, SJM will present a dazzling series of events towards the end of

the year. In terms of sports events, SJM fully supports the upcoming 71st Macau Grand Prix and 2024 CTA Tour SJM Professional Finals (Macau) and National Tennis Championships. Under “Art + Tourism”, SJM’s comprehensive “Dragons of the Four Seas Tribute to Macau” Lantern Art Festival continues to open to the public to enjoy the beauty of Chinese art. There are more events and offerings coming for celebrating the 25th anniversary and Christmas in this November and December.

Moving forward, SJM will continue to fully support the Macau SAR Government’s tourism initiatives. By showcasing Macau’s diverse “Tourism+” offerings and its multicultural appeal, SJM encourages Malaysian visitors to gain an appreciation of Macau’s culture and heritage from a fresh perspective, while reinforcing the city’s status as a “World Centre of Tourism and Leisure.”

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SJM representatives inaugurate the SJM Resorts, S.A. Malaysia Product Seminar 2024.



Close to 100 Malaysian industry professionals attend the seminar.



Malaysian industry participants show great interests in learning SJM's diversified tourism products.