

Press Release

SJM Resorts, S.A. Jakarta Product Seminar 2024 Enhances Awareness of Macau's Diverse Tourism Offerings

(Macau, 10 December 2024) SJM Resorts, S.A. (“SJM”) continues to lead efforts in promoting Macau and expanding its global visitor base. In addition to supporting the Macao Government Tourism Office’s initiatives, SJM has hosted a series of overseas seminars to promote Macau’s diverse tourism offerings in key markets. On 10 December, SJM hosted the SJM Resorts, S.A. Jakarta Product Seminar, the latest stop in its “The Legend of Macau” travel trade series. Held in Jakarta, this seminar follows successful events in Shenzhen, Shanghai, Beijing, Taiwan, Bangkok, Singapore, Tokyo, and Malaysia. During the seminar, SJM presented its premier resort, hotels, tourism products, and exclusive time-limited offers to about 100 participants from local travel agencies, airlines, MICE planners, and corporate clients.

Ms. Daisy Ho, Managing Director of SJM, remarked, “Indonesia is Macau’s fourth-largest international source market and a key focus within Southeast Asia. Following our product seminar last year in Indonesia, and participation in the ‘Experience Macao’ Roadshow in Jakarta in May, this seminar provided an excellent opportunity to further deepen local awareness of Macau’s diverse tourism offerings and strengthen our partnerships with local industry stakeholders. With a 33% year-on-year increase in visitors from Indonesia in the first three quarters of 2024, we are excited to present SJM’s world-class tourism products to this high-potential market. From luxury resort to a vibrant calendar of cultural, festive, and culinary events in the coming months, we look forward to welcoming more Indonesian friends to enjoy the full spectrum of Macau’s unique charm and cultural heritage.”

At the event, SJM introduced its flagship properties, the Grand Lisboa Palace and Grand Lisboa Macau to the participants, as well as 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. Industry partners were showcased with a range of SJM’s exceptional accommodations, international dining, rejuvenating spa treatments, shopping options, captivating cultural and “Tourism + Education” experiences, including the two unique themed experience zones at Grand Lisboa Palace, the “Martial Arts Arena” and “AI Wonderland,” along with art workshops in “GLP Arte.” During the seminar, a number of lucky draw winners were awarded exclusive accommodation packages at SJM’s flagship properties, adding an extra layer of excitements to their future Macau adventures.

SJM also showcased a series of events in the upcoming months to celebrate the festive season and beyond. The excitement includes a variety of themed activities held at Grand Lisboa Palace: the “Snoopy Winter Holidays” themed installations that spread festive cheer with special editions for Christmas and Chinese New Year; the “FORTUNE REALMS: Pop-Up Museum of Chinese Culture & Arts (Macau Station)” art installations highlighting the transformation of China’s magnificent traditional culture and its innovative development through time; as well as the “SJM presents: Macau Art

City · NAKED OCEAN,” a captivating journey through an immersive light and shadow art themed amusement set against a vibrant underwater world, all bringing Indonesian visitors delightful surprises and unforgettable memories at SJM’s world-class facilities, offering a fresh perspective on the city as a vibrant crossroads of Eastern and Western cultures.

Moving forward, SJM will continue to fully support the Macao SAR Government’s tourism initiatives. SJM will showcase Macau’s diverse “Tourism+” offerings and multicultural appeal, encouraging Indonesian visitors to gain a fresh appreciation of its culture, heritage and reinforcing the city’s status as a “World Centre of Tourism and Leisure.”

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SJM’s management team inaugurate the seminar alongside Indonesian travel industry representatives.



SJM Resorts, S.A. Jakarta Product Seminar 2024 draws an enthusiastic crowd, with about 100 industry professionals in attendance.



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