

Press release

SJM Hosts “The Legend of Macau Experience Tour” for Southeast Asia Tourism Representatives

Fully Showcasing Macau’s “Tourism+” Appeals and Promote International Visitation

(Macau, 16 January 2025) To support the Macao SAR Government’s initiative to diversify its international tourism market, SJM Resorts, S.A. (“SJM”) hosted “The Legend of Macau Experience Tour” last month. This three-day familiarisation tour welcomed approximately 40 tourism industry representatives from Singapore, Malaysia, Thailand, and Indonesia. Participants experienced a blend of tradition and innovative facilities at SJM’s flagship property, the Grand Lisboa Palace Resort Macau and explored iconic landmarks within Macau peninsula. This curated itinerary showcased Macau’s unique fusion of Eastern and Western cultures, highlighting its vibrant “Tourism+” elements and polishing Macau’s “golden business card” as an international metropolis. SJM hopes to strengthen industry partnerships, explore future collaborations and attract more international visitors to Macau by providing first-hand exposure to exceptional offerings and services.

Ms. Daisy Ho, Managing Director of SJM, stated: “In recent years, the growing number of visitors from Southeast Asia has highlighted the immense potential of this market as a key driver for Macau’s tourism development. This familiarisation tour provided SJM with a valuable platform to showcase Macau’s diverse and dynamic ‘Tourism+’ offerings. Through direct engagement and meaningful exchanges with industry professionals, we gained insights into the specific needs of their local markets. These insights will help us craft more unique travel experiences, attracting more visitors to Macau and inviting them to explore the captivating charm of the ‘World Centre of Tourism and Leisure.’”

SJM orchestrated a captivating and diverse experiential tour for representatives from prominent travel agencies, tour operators, airlines, and MICE planning firms. Through enjoying exquisite Chinese cuisine at the two-MICHELIN-starred “The Eight,” Portuguese delicacies at the contemporary “Mesa by José Avillez,” global cuisine at “The Grand Buffet” and more, delegates were impressed with Macau’s extraordinary charm as a “Creative City of Gastronomy.” Beyond gastronomy, the representatives experienced Macau’s diverse tourism elements like sports, advanced technology, art and creativity, and Chinese culture through SJM’s innovative themed amusements, including the Martial Arts Arena, AI Wonderland, GLP Arte, the festive Snoopy Winter Holidays, the immersive “SJM presents: Macau Art City · Naked Ocean,” and FORTUNE REALMS: Pop-Up Museum of Chinese Culture & Arts (Macau Station).

Delegates also embarked on a captivating journey through San Ma Lo district, where the fusion of Eastern and Western architecture vividly illustrated Macau’s unique history and heritage. They purchased distinctive souvenirs at cultural and creative shops and indulged in delicious local fare, immersing themselves in the vibrant atmosphere. Iconic landmarks, including the Grand Lisboa, Hotel Lisboa, Ponte 16, and Kam Pek Market, offered further glimpses into Macau’s prosperity and stunning urban landscape. Delegates expressed that this trip offered valuable insights into Macau’s culture and tourism strengths, inspiring them to share Macau’s stories and effectively promote the city to more visitors.

Southeast Asia has long been a key pillar of international visitor markets for both Macau and SJM, with Malaysia, Indonesia, Singapore, and Thailand among the top source markets to SJM’s hotel portfolio. Recognising the region’s strategic importance, SJM has actively engaged with industry stakeholders in 2024 through initiatives such as Macao Government

Tourism Office’s (“MGTO”) Experience Macau roadshows and SJM’s own Legend of Macau campaigns. Looking ahead, SJM will continue to work closely with the Macau Government and industry partners to expand international visitor markets. Aligned with the “1+4” strategy for moderately diversified development and the “Tourism+” integrated development initiatives, SJM remains committed to driving innovative exchanges and promotional activities to unlock broader market opportunities and sustain the long-term prosperity of Macau’s tourism industry.

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Last month, SJM hosted approximately 40 tourism industry representatives from Singapore, Malaysia, Thailand, and Indonesia on a meticulously crafted “The Legend of Macau Experience Tour.”



The Southeast Asian tourism representatives enjoyed a welcome dinner featuring Portuguese delicacies at the Grand Lisboa Palace's "Mesa by José Avillez" restaurant.



Highlights of the Grand Lisboa Palace included visits to the Martial Arts Arena, AI Wonderland, and GLP Arte, showcasing the resort's diverse tourism facilities and innovative experiences.



The representatives also experienced “SJM presents: Macau Art City · Naked Ocean,” which would be on exhibition until 16 March.