

Press Release

**SJM Fully Supports MITE and Highlights Macau’s Diverse
“Tourism+” Appeal**

(Macau, 28 April 2025) Organised by the Macao Government Tourism Office (“MGTO”), the “13th Macao International Travel (Industry) Expo” (“MITE”), took place from 25 to 27 April. As a leading partner, SJM Resorts, S.A. (“SJM”) showcased a diverse range of limited-time offers, including accommodations, global cuisine, spa treatments, and leisure activities in the event, attracting thousands of visitors to its booth. SJM organised over 140 business matching sessions that enabled local and international industry professionals and travellers to learn more about Macau and SJM’s tourism offerings, solidifying Macau’s reputation as the “World Centre of Tourism and Leisure.”

At the MITE, SJM showcased a series of travel promotions with great responses from the industry professionals and travellers. Offers include SJM dining vouchers, accepted in Grand Lisboa Palace Resort Macau, Grand Lisboa Macau, and Jai Alai Oceanus; Kam Pek Market cash vouchers; spa treatment at The Spa at Grand Lisboa Palace and The Spa at THE KARL LAGERFELD; Martial Arts Arena and AI Wonderland tickets; Joyous Family Package and Palazzo Versace Macau Experience Package. In addition to supporting the MGTO’s lucky draw with entry tickets to the Martial Arts Arena and AI Wonderland, SJM has also engaged visitors through on-site SJM Supreme Card memberships sign-ups and promoted its digital APP and social media channels, allowing visitors to continue to follow the latest promotion offerings available throughout SJM’s properties. The adorable SJM’s mascot, “Sam the Rooster” drew numerous visitors for memorable photo moments.

Aligning with Macao SAR Government policies and following the positive results from this year’s MITE, SJM will continue to develop enriching “Tourism+” products and experiences to attract international visitors and drive Macau’s economic diversification.

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SJM's limited-time tourism promotions drew significant interest from both local and international industry professionals and travellers.



SJM organised business matching sessions to promote Macau's rich tourism experiences.



SJM's mascot, "Sam the Rooster," delighted visitors and drew crowds for photos.