



Press Release

**SJM Takes Stage at the  
14th Macao International Travel (Industry) Expo**

***Presenting Innovative Integrated Resort Experience through Diverse  
“Tourism+” Offerings***

(Macao, 13 April 2026) — SJM Resorts, S.A. (“SJM”) participated as a Strategic Partner at the 14th Macao International Travel (Industry) Expo (the “Expo” or “MITE”), held from 10 to 12 April. Supported by the Ministry of Culture and Tourism of the People’s Republic of China, the Liaison Office of the Central People’s Government in the Macao SAR and the Office of the Commissioner of the Ministry of Foreign Affairs of the People’s Republic of China in the Macao SAR, and organised by the Macao Government Tourism Office (“MGTO”) and coordinated by the Macao Travel Agency Association, the Expo brought together global tourism industry professionals under the theme of “Global Convergence, Future Horizons” to explore new opportunities across the sector. Dr. Rui Cunha, Secretary-General of SJM, presided as Guest of Honour at the opening ceremony, underscoring SJM's steadfast commitment to advancing the high-quality development of Macao’s tourism industry.

**An Immersive “Tourism+” Exhibition Experience**

SJM presented a specially designed exhibition booth this year, featuring the iconic Portuguese cobblestone streets of Macau and two landmark properties — Grand Lisboa Macau and Lisboa Hotel Macau — while spotlighting its flagship property in Cotai, Grand Lisboa Palace Resort Macau. As the world’s first integrated resort where all hotels have earned Forbes Travel Guide Five-Star ratings, every hotel, signature restaurant, and spa within the resort evaluated by Forbes Travel Guide has received the coveted Five-Star distinction. The resort is home to three distinctive hotel towers: Grand Lisboa Palace Macau, which harmoniously blends Eastern and Western cultures; the world’s one and only THE KARL LAGERFELD; and Asia’s first Palazzo Versace Macau — making Grand Lisboa Palace Resort Macau the world’s only integrated resort to house two international designer-brand hotels under one roof. All three hotels have further been honoured with the Michelin Two-Key designation, and the resort is home to three Michelin-starred restaurants, delivering a comprehensive showcase of “Tourism + Gastronomy” innovation across accommodation, dining, and spa experiences.

During the Expo, SJM hosted dedicated product presentations introducing its diverse tourism offerings to industry representatives from around the world. The company successfully facilitated over 100 business matching sessions, further broadening its visitor source markets and strengthening Macau’s competitiveness as a world-class integrated tourism destination.

### Exclusive Limited-Time Privileges

SJM curated a range of exclusive limited-time offers specially for the Expo, including the “Grand Lisboa Palace Macau Joyous Family Package”, the “THE KARL LAGERFELD Room and Breakfast Offer”, and the “Palazzo Versace Macau Experience Package”, as well as Grand Lisboa Palace Macau spa treatment and dining vouchers. SJM’s beloved mascot, “Sam the Rooster”, made delightful appearances throughout the event, joining the mascot parade and welcoming guests from around the world alongside Macao Tourism Mascot MAK MAK, bringing a vibrant and festive energy to the show floor. Many visitors also took the opportunity to sign up for SJM Supreme Card membership on-site and followed SJM’s official app and social media channels to access exclusive Expo-limited benefits and premium gifts.

### Pioneering a New Future for Tourism

Looking ahead, SJM will continue to align with the Macao SAR Government’s policy direction to promote diversified development of the tourism industry, deepen cross-sector “Tourism+” integration, and develop innovative products and immersive experiences to attract more international visitors to Macau, thereby continuously injecting new momentum into Macau's economic diversification.



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