

Press Release

SJM Partners with Trip.Biz for the Business Travel Summit 2024 in Korea

Expanding Overseas Markets and Showcasing Macau's Tourism Excellence

(Macau, 7 October 2024) SJM Resorts, S.A. (“SJM”) has long been committed to promoting the healthy and sustainable development of Macau’s tourism and leisure industry. While enhancing the city’s tourism offerings, SJM is also dedicated to broadening its reach into overseas markets and diversifying Macau’s visitor base. Recently, SJM partnered with Trip.Biz, a business travel management brand under the Trip.com Group, for the Trip.Biz Business Travel Summit 2024 in Seoul. The event took place on 30 September, under the theme “Going Digital, Moving Faster – Digital Transformation.” The summit brought together over 100 tourism industry leaders, partners, corporate clients, and media representatives.

The attending guests included Mr. Chris Lew, Representative of Macao Government Tourism Office Korea; Ms. Anja Jia, Business Operation General Manager of Trip.Biz; and Ms. Porcia Leung, Senior Vice President of Corporate Brand Development and Marketing of SJM, among others.

Daisy Ho, Managing Director of SJM, stated, “SJM is committed to supporting Macau’s development as a ‘World Centre of Tourism and Leisure’ by creating diversified ‘Tourism+’ products that showcase Macau’s unique charm and cultural heritage. SJM also aligns with the Macau SAR Government’s push for technology-driven tourism, leveraging advanced technologies to drive innovation, as seen in attractions such as ‘AI Wonderland’ and ‘Martial Arts Arena’ at Grand Lisboa Palace Resort Macau, which utilise ‘Tourism + Education’ to add new vitality and enrich the visitor experience.”

Meanwhile, Mr. Terence Eng, Product Director at Trip.Biz, highlighted Macau as a premier travel destination to showcase their one-stop digital business travel solution. He outlined how the company’s people-centric technology, extensive network of flights, hotels, trains and airport transfers, professional and experienced customer service, and sustainable solutions - all integrated into one platform - optimise corporate travel management and enhance the overall client experience.

South Korea ranks as the world’s seventh-largest business travel market, according to the Global Business Travel Association (GBTA), with its annual growth rate in business travel spending ranking first globally. As Macau’s top international tourism market, Korean travellers show a strong interest in high-quality tourism facilities and services, such as golf and fine dining. SJM participated in this summit to gain deeper insights into this high-potential market and showcased a range of tourism assets, hotel facilities, and upcoming key events under its portfolio, with a particular focus on MICHELIN starred dining, golf tournaments, and related festive cultural activities. This highlighted the diversity and innovation of Macau’s tourism sector to this key market. A promotional video featuring Macau’s tourism highlights was also shown during the summit, and attendees were introduced to the Macao Government Tourism Office’s smart itinerary planning platform.

Attendees eagerly participated in the summit, gaining deeper insights into Macau’s tourism offerings and SJM’s services. During the lucky draw, SJM provided complimentary hotel packages, encouraging local industry partners and visitors to experience the unique blend of East-meets-West in Macau. As Macau’s most established integrated tourism and leisure enterprise, SJM will continue to participate in more industry events, promoting Macau’s diverse appeals as a “World Centre of Tourism and Leisure.”



Ms. Porcia Leung, Senior Vice President of Corporate Brand Development and Marketing of SJM attended the Trip.Biz Business Travel Summit 2024 in Korea.



Mr. Terence Eng, Product Director at Trip.Biz, presented the Group’s one-stop digital business travel solution.



SJM presented its diverse tourism facilities and hotel projects to the attendees.



Corporate clients attended the Trip.Biz Business Travel Summit 2024 organised by SJM in partnership with Trip.Biz.