

Press Release

SJM Rings in the Chinese New Year with Auspicious Lion Dance Parades

Embracing a Prosperous and Joyful Year of the Horse

(Macau, 24 February 2026) From the fifth to the seventh day of the Chinese New Year, SJM Resorts, S.A. (“SJM”) celebrated the Year of the Horse with a grand “SJM Lion Dance Parade” across Grand Lisboa Palace Resort Macau (“Grand Lisboa Palace”), Grand Lisboa Macau (“Grand Lisboa”), Kam Pek Market, JAI ALAI Oceanus, and L’Arc Macau. The celebration infused a joyous and vibrant atmosphere for residents and tourists alike.

The series of lively lion dance performances filled the air with festive joy. Ms. Daisy Ho, Managing Director of SJM, together with members of the SJM management team, officiated at the traditional eye-dotting ceremony. The lion dance troupe performed with vibrant energy to the rhythm of gongs, drums, and crackling firecrackers, wishing everyone success and prosperity in the Year of the Horse.

Ms. Ho expressed, “SJM extends its sincerest seasonal greetings to Macau’s residents and our valued visitors. As we embark on the new year, we remain dedicated to collaborating closely with all sectors and enriching our ‘Tourism+’ offerings to drive the high-quality development of Macau’s tourism industry. We wish for a harmonious society, peace and contentment for residents, and flourishing business for all industries.”

On 21 February, the troupe paraded from Kam Pek Market to the Hong Kung Temple, extending New Year greetings to local residents and tourists in the San Ma Lo district. The dynamic performance captivated crowds, enlivening the historic district with a rich festive atmosphere and vibrant energy. On 20 February, SJM also joined the “ZAPE Gallop Gala” at the ZAPE district with a lively drum performance and giveaways, enhancing the area’s tourism charm and injecting energetic holiday cheer into the community.



JAI ALAI Oceanus



L'Arc Macau

Ms. Daisy Ho, Managing Director of SJM, together with members of the SJM management team, officiated the eye-dotting ceremony at JAI ALAI Oceanus and L'Arc Macau.



Grand Lisboa Palace



Grand Lisboa



Kam Pek Market

SJM management team led the lion dance eye-dotting ceremony at Grand Lisboa Palace, Grand Lisboa and Kam Pek Market.



The lion dance troupe performed with vibrant energy to the rhythm of gongs, drums, and crackling firecrackers at Grand Lisboa.



The energetic troupe paraded through Grand Lisboa Palace, showering heartfelt blessings on the local residents, visitors, and businesses alike.



The lion dance procession paraded from Kam Pek Market to the Hong Kung Temple, bestowed New Year blessings to the local community, visitors and businesses in the San Ma Lo district.



SJM joined the “ZAPE Gallop Gala” at the ZAPE district with a lively drum performance and giveaways on 20 February.