

Press Release

SJM Strengthens Korean Presence with Golf Event Sponsorship

(Macau, 20 October 2024) SJM Resorts, S.A. (“SJM”) is committed to attracting more overseas visitors to Macau through diverse activities, especially consolidating its influence in Korea, a top international tourism market for Macau. This year, SJM actively participated in the “Experience Macao roadshow in Korea” organised by the Macao Government Tourism Office, and partnered with Trip.Biz for the “Trip.Biz Business Travel Summit 2024” in September. These efforts further enhanced the visibility and presence of Macau and the Lisboa brand in this high-potential market. Building on this momentum, SJM has stepped up as an official sponsor of the prestigious “BMW Ladies Championship,” one of Korea’s largest golf events, held in October. This sponsorship promotes Macau’s various “Tourism+” experiences and brings fresh vitality to its reputation as the “World Centre of Tourism and Leisure.”

As the third-largest golf market in the world, Korea boasts a deep-rooted golf culture, with over 20% of the population considered golf fans. The “BMW Ladies Championship,” held at Seowon Valley Country Club from October 17 to 20, attracted more than 50,000 spectators, underscoring the significant impact and reach of the event.

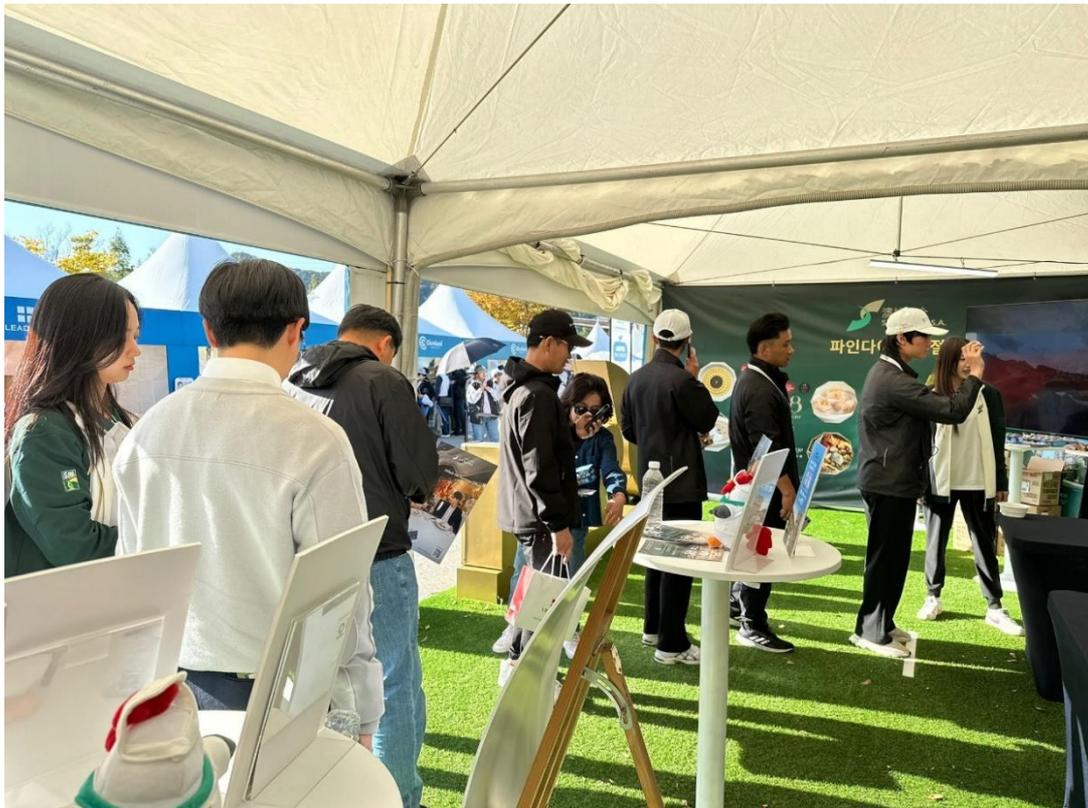
Throughout the tournament, SJM captivated attendees with an interactive booth highlighting the distinct allure of the Lisboa brand. Guests were invited to reserve the “Joyous Family Package” to enjoy an opulent vacation at Grand Lisboa Palace Macau or THE KARL LAGERFELD MACAU, or “Palazzo Versace Macau Experience Package” to explore the brand’s Italian elegance. The booth also featured premier culinary offerings, art and culture, themed experience zones, and a range of leisure entertainment activities. Visitors actively engaged in interactive games and lucky draws, winning hotel stays and limited-edition keepsakes. Many visitors also signed up for the SJM Supreme Card, enjoying welcome benefits and sharing their excitement about their upcoming trips to Macau.

As Macau strengthens its position in the sports tourism sector, SJM remains dedicated to championing international sporting events, enhancing the city’s reputation as a “World Centre of Tourism and Leisure.” Beyond hosting dynamic sporting events infused with the city’s cultural richness, SJM will continue to support high-profile events that captivate overseas audiences, contributing to Macau’s tourism economy and the long-term vision of the “Sports + Tourism” synergy.

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SJM showcases Macau’s diverse “Tourism + Sports” offerings and its range of leisure entertainment activities, including premier culinary offerings, art and culture, themed experience zones, at “BMW Ladies Championship.”



Enthusiastic crowds participate in interactive activities at SJM’s booth.



Visitors sign up for the SJM Supreme Card, enjoying exclusive welcome benefits.