

Press Release

SJM showcases Macau's tourism charm at the Greater Bay Area Roadshow

(Macau, 29 August 2022) SJM Resorts, S.A. ("SJM") actively participated in the "Experience Macao, Unlimited" Greater Bay Area roadshow organised by the Macao Government Tourism Office, featuring Macau's broad ranging tourism appeal to the residents in the Greater Bay Area. The Roadshow began a few days ago in Zhuhai, and will also visit Zhongshan, Shenzhen, Guangzhou, Zhaoqing, Huizhou, Jiangmen, Foshan and Dongguan along the way. The roadshow features a transforming caravan, combined with special online and offline offers, to attract Greater Bay Area holidaymakers to Macau and spur tourism and the economy.

SJM's booth formed part of the transforming caravan and was modelled after Grand Lisboa Palace Resort Macau, highlighting the Resort's beautiful European architectural features integrated with traditional Chinese elements and its three unique hotel towers, including Grand Lisboa Palace Macau, Asia's first Palazzo Versace Macau, and the world's only THE KARL LAGERFELD. Also featured are top notch global cuisines, spa and wellness amenities, grand shopping malls, and multi-functional exhibition venues. The booth also introduced the well-appointed facilities of Lisboa Hotel and Grand Lisboa Hotel, showcasing SJM's leadership in tourism, leisure, and entertainment. Throughout the duration of the roadshow, SJM will arrange a number of live broadcasts hosted by travel KOLs who will interact online with participants to promote Macau's charm and launch various accommodation packages, dining offers, and other benefits.

Ms. Daisy Ho, Chairman of the Board of Directors of SJM, remarked, "SJM is delighted to participate in this Greater Bay Area roadshow and join hands with Macao Government Tourism Office to promote Macau's all-rounded charm to our neighbours in contribution to the recovery of Macau's tourism. The Lisboa brand has been deeply rooted in Macau for more than half a century and has always been synonymous with innovative high-quality tourism services. The newly opened Grand Lisboa Palace Resort Macau celebrates the meeting of East and West, honours Macau's cross-cultural heritage, and will offer tourists from all over the world a magnificent travel experience and further reinforce Macau's unrivalled position as the 'World Centre of Tourism and Leisure'."



SJM actively participated in the "Experience Macao, Unlimited" Greater Bay Area roadshow.



SJM launched a series of accommodation and dining discounts as well as other benefits to promote Macau's tourism charm.



Greater Bay Area roadshow uses a transforming caravan as the major feature to encourage more Greater Bay Area residents to visit Macau and spur tourism and economic revival.