

Press Release

SJM supports Jiangsu Roadshow to boost Macau tourism

(Macau, 17 May 2021) Sociedade de Jogos de Macau, S.A. (“SJM”) participated in the mega “Macao Week in Jiangsu” roadshow held at Fuzimiao Pedestrian Street of Nanjing’s beautiful Qinhuai district from 14 to 17 May. The vibrant four-day event was a resounding success, attracting a great number of Nanjing residents who immersed themselves in knowing more about Macau’s diversified tourism, culture, sports and leisure activities.

The roadshow presented Macau’s rich tourism experiences while highlighting the city’s unique East-West heritage. The opening ceremony, held on 14 May, was officiated by Secretary for Economy and Finance of the Macao SAR Government Mr. Lei Wai Nong, Vice Governor of the Jiangsu Provincial People’s Government Mr. Hui Jianlin, Deputy Director-General of the Economic Affairs Department of the Liaison Office of the Central People’s Government in the Macao SAR Ms. Zhu Hong, Deputy Secretary-General of the Jiangsu Provincial People’s Government Mr. Huang Lan and other senior officials. SJM Chief Corporate Affairs Officer Mr. Daniel Shim also attended the opening ceremony.

Ms. Daisy Ho, Chairman of the Board of Directors of SJM, said, “We are delighted to join forces with the Macau Government in promoting Macau tourism to the residents of Nanjing to help boost the economy. Thanks to the decisive and effective preventive measures put in place by the Macau SAR Government, and the tremendous support and strong backing from the Central Government, Macau is now a safe and healthy travel destination. As a pioneer in Macau’s tourism and leisure industry, our Lisboa brand has been closely connected with the development of the city for over 50 years. Our Grand Lisboa Palace Resort at Cotai, with its unique design reflecting Macau’s role as a platform for Sino-Western cultural exchange, is set to become a new landmark of Macau upon opening, further enhancing the city’s diversified tourism offerings.”

At the SJM booth, three large-scale architectural models of Hotel Lisboa, Grand Lisboa and the soon-to-open Grand Lisboa Palace Resort were exhibited, with LED displays and dramatic lighting effects to highlight the unique architectural features of each property. The Grand Lisboa Palace also gave visitors an opportunity to walk through the legendary Lisboa journey through its built-in and state-of-the-art multimedia interactive camera.

Hotel Lisboa, opened in 1970, is the first integrated resort in Macau, and still stands as one of the city’s most symbolic landmarks. Designed in the shape of a lotus – the floral emblem of Macau – the Grand Lisboa reflects the city’s history and cultural heritage. Grand Lisboa is also the only hotel in Macau boasting seven Michelin stars and housing the largest wine cellar in Asia.

Grand Lisboa Palace Resort Macau, soon to open in Cotai, is the newest integrated resort of the widely recognised Lisboa brand. The resort’s intricate architecture seamlessly weaves traditional Chinese motifs with elements inspired by monumental European buildings, highlighting Macau’s unique role in Sino-Western cultural exchange for over 400 years. Grand Lisboa Palace will offer a total of approximately 1,900 rooms and suites in three hotel towers, namely Grand Lisboa Palace Macau, Asia’s first Palazzo Versace Macau, and the only THE KARL LAGERFELD in the world, making it the world’s only integrated resort housing two fashion branded towers. In addition, Grand Lisboa Palace will offer the most exquisite and diverse cuisines in an array of

trendsetting restaurants, a 75,000-square-metre “Fantasy Garden” themed retail mall, the Grand Pavilion for events and celebrations, a versatile multi-purpose hall, as well as other leisure and entertainment facilities, elevating the customer experience to a whole new level.

SJM presented a dance performance entitled “Macau Love Story” at the main stage of the roadshow area, bringing to the audiences a romantic love story. The specially choreographed wedding dance was set against a backdrop using the Grand Pavilion as the image, revealing the beauty of the magnificent new wedding venue soon to be unveiled at the Grand Lisboa Palace.

Throughout the roadshow, SJM offered a variety of room promotions and travel benefits to the visitors. SJM also took the opportunity to further strengthen communication with local travel partners and travel platforms across Mainland China, aiming to promote brand new travel experiences through multiple channels and further enhance Macau’s image as a safe and healthy destination for travel.

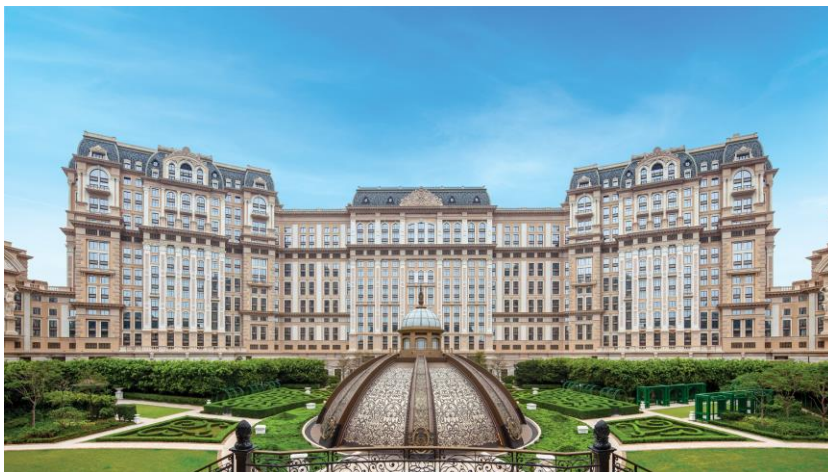
The “Macau Week in Jiangsu” roadshow was organized by the Secretariat for Economy and Finance of the Macao SAR Government, and co-organized by the Hong Kong and Macao Affairs Office of Jiangsu Provincial People’s Government and the Hong Kong and Macao Affairs Office of Nanjing Municipal People’s Government. Coordinators included Macao Government Tourism Office, Macao Trade and Investment Promotion Institute, Qinhuai District People’s Government of Nanjing Municipality. Supporting entities included Cultural Affairs Bureau of the Macao SAR Government, Sports Bureau of the Macao SAR Government, Nanjing Municipal Bureau of Commerce, Nanjing Municipal Bureau of Culture and Tourism, China Council for the Promotion of International Trade Nanjing Sub-council, Nanjing Federation of Industry and Commerce, Industrial Association of Macau, Macau Importers & Exporters Association, the Federal General Commercial Association of Macau Small and Medium Enterprises, Macau Cuisine Association and Jinling Hotel Nanjing.



The SJM exhibit is well-received by Nanjing residents



SJM promotes a variety of room offers and special benefits during the roadshow



The soon-to-be-launched Grand Lisboa Palace Resort Macau will become the new tourism landmark of Macau