

Press Release

SJM Supported MGTO's Tokyo Roadshow "Journey to Experience Macao"

*Showcasing Macau's "Tourism+" Appeal to Japanese Tourists and
Promoting Exchange and Cooperation between Culture Cities of East Asia*

(Macao, 23 April 2025) SJM Resorts, S.A. ("SJM") actively participated in the mega roadshow "Journey to Experience Macao" in Japan, organised by the Macao Government Tourism Office ("MGTO"). The four-day event concluded successfully on April 20 at Bellesalle Akihabara in Tokyo, with SJM showcasing its luxurious accommodations, MICHELIN-starred dining, and diverse "Tourism+" experiences to industry professionals and local residents. Prior to the roadshow, SJM also explored new cross-sector collaborations with Japanese partners in the product update seminar and travel mart on April 16 at The Westin Tokyo.

The opening ceremony was officiated by Ms. Maria Helena de Senna Fernandes, Director of MGTO; Mr. Takashi Watanabe, Director of Japan Tourism Agency (JTA); Mr. Yoshinobu Ota, Executive Director of Overseas Promotion Department of Japan National Tourism Organisation (JNTO); Mr. Koji Ikehata, Director and Secretary General of Japan Association of Travel Agents (JATA) and Ms. Elaine Wong, Director of Board of Directors of Commerce and Investment Promotion Institute (IPIM). The guests of honour then toured SJM's booth, which showcased architectural elements of Grand Lisboa Palace Resort Macau and Grand Lisboa Macau, highlighting Macau's unique blend of Sino-Portuguese cultural influences. SJM's numerous awards were also displayed, underscoring its exceptional achievements in accommodation, dining, and service. The visit concluded with a photo opportunity with the honoured guests, SJM team, and mascot "Sam the Rooster."

From now until May 12, SJM unveils diverse hotel packages offering unique experiences that integrated luxurious stays, fine dining, advanced technology, engaging Chinese cultural activities, and sports events. This initiative significantly enhanced Japanese visitors' understanding of Macau as a "World Centre of Tourism and Leisure." In addition, SJM supported the MGTO lucky draw campaign by offering Grand Lisboa Palace packages, aiming to attract more Japanese travelers to explore Macau and embark on an extraordinary journey. Many visitors signed up on-site for SJM Supreme Card membership and followed SJM's official social media to learn more about SJM's offerings and stay updated with the latest news. The adorable SJM's mascot, "Sam the Rooster" became one of the highlights of the roadshow, drawing numerous Japanese citizens and tourists for memorable photo moments.

SJM showcased its diverse hotels and resort offerings to the Japanese tourism industry at the product update seminar and travel mart, highlighting Macau's rich tourism resources and capacity to accommodate MICE needs. By directly engaging with local industry professionals, SJM gained valuable insights into Japanese travellers, fostering collaboration across the Culture Cities of East Asia and leading to the development of targeted travel products for the Japanese and international markets.

Committed to supporting the Macao SAR Government's "Tourism+" development strategy, SJM will continue to expand international visitor markets and deliver exceptional travel experiences, reinforcing Macau's reputation as "World Centre of Tourism and Leisure."

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The distinguished officiating guests toured SJM's booth accompanied by SJM representatives.



Japanese visitors explored SJM's extensive tourism offerings at the roadshow.



Attendees interact with SJM's mascot "Sam the Rooster," a popular highlight of the event.