

Press Release

SJM Supports MGTO's "Secret Doors of Macao" Roadshow in Korea
Joining Hands to Attract Korean Visitors to Macau

(Macau, 2 June 2025) SJM Resorts, S.A. ("SJM") fully supported the recent "Secret Doors of Macao" roadshow, organised by the Macao Government Tourism Office ("MGTO") at The Hyundai Seoul, Korea. The four-day event successfully concluded on 2 June, where SJM highlighted Macau's diverse "Tourism +" offerings, while also showcasing SJM's luxurious accommodation and exceptional experiences. Prior to the roadshow, SJM also established new cross-sector collaborations with Korean tourism partners at the product update seminar and travel mart on 29 May at the Four Seasons Hotel Seoul.

The Korea roadshow opening ceremony was officiated by Ms. Maria Helena de Senna Fernandes, Director of MGTO; Vincent U, President of Macao Commerce and Investment Promotion Institute; Hwang Jun Seok, Vice Chairman of Korea Association of Travel Agents; Oh Seung Jun, Head of Payment Business Group at KakaoPay in Korea; Lim Se Bin, Chief Marketing Officer of Good Choice; Chris Lew, MGTO Korea Representative, and Vic Lam, Head of Division of Culture, Tourism, MICE, Trade and Commerce of Economic Development Bureau of the Guangdong-Macao In-Depth Cooperation Zone in Hengqin. After the ceremony, the guests of honour toured the SJM booth, which showcased the unique Sino-Portuguese architectural designs of **Hotel Lisboa Macau** and **Grand Lisboa Macau**. They also learned more about **Grand Lisboa Palace Resort Macau**, home to three luxurious hotel towers: the Forbes Five-Star **Grand Lisboa Palace Macau**, the world's only **THE KARL LAGERFELD MACAU** and Asia's first **Palazzo Versace Macau**. SJM's numerous accolades were on display, underscoring the company's achievements in accommodation, dining, and service. Following the tour, the honoured guests, the SJM team and SJM's mascot – "Sam the Rooster" gathered at the booth to take a memorable photo.

At the roadshow, SJM introduced participants to a variety of travel and hotel packages and gift packs at Grand Lisboa Palace. Designed to support the sustainable development of Macao SAR Government's "Tourism +" initiatives, these packages offer luxurious stays, MICHELIN-starred dining, "edu-tainment", the arts and culture, as well as sports activities in Macau. SJM also contributed hotel packages to the MGTO lucky draw campaign to boost visitation from Korea into Macau. Many Korean residents and tourists joined the roadshow activities at SJM's booth and took memorable photos with "Sam the Rooster."

During the product update seminar and travel mart, SJM introduced its diverse hotel and resort offerings to Korean tourism industry partners, highlighting Macau's rich tourism experiences and the city's capacity for world-class MICE events. Engaging

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directly with local industry professionals, SJM gained valuable insights into Korean traveller preferences and fostered collaborations across Culture Cities of East Asia to develop targeted travel products for Korea as well as international markets.

SJM will continue to expand overseas visitor source markets and deliver exceptional travel experiences to visitors worldwide. By boosting visitation into Macau, SJM hopes to boost Macau's reputation as a "World Centre of Tourism and Leisure."

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



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



SJM's mascot "Sam the Rooster" made an appearance at the booth.