

Press Release

SJM Supports MGTO's "Macao Wonder" Roadshow in Thailand to Establish New Tourism Ties

(Macau, 9 June 2025) SJM Resorts, S.A. ("SJM") fully supported the Macao Government Tourism Office ("MGTO") in presenting its first large-scale Southeast Asia promotion of the year—the "Experience Macao" Roadshow in Thailand. Themed "Macao Wonder," the three-day event at Bangkok's Siam Paragon concluded successfully on June 8. Throughout the event, SJM showcased Macau's diverse "Tourism+" offerings and highlighted its luxurious accommodations and distinctive experiences. SJM also participated in a pre-roadshow product update seminar and travel mart at Siam Kempinski Hotel Bangkok on June 5, expanding SJM's reach in the Thai market and strengthening its collaborations with Thai tourism partners.

The roadshow opened with a ceremony officiated by Cheng Wai Tong, Deputy Director of MGTO; Pachara Phetrattanakul and Annabelle S. Daokaew, Board Committee of Thai Travel Agents Association (TTAA); Sam Lei, Executive Director of Commerce and Investment Promotion Institute; Uracha Jaktaranon, General Manager of MGTO Marketing Representative Office in Thailand officiated the opening ceremony. Officiating guests then visited SJM's booth, showcased Macau's landmark properties **Grand Lisboa Macau** and **Hotel Lisboa Macau**. They were also introduced to the distinctive features of **Grand Lisboa Palace Resort Macau**, which includes three uniquely luxurious hotel towers: the Forbes Travel Guide Five-Star-rated **Grand Lisboa Palace**, the world's only **THE KARL LAGERFELD MACAU**, and Asia's first **Palazzo Versace Macau**. The booth also highlighted SJM's prestigious awards in hospitality, dining, and guest service. The event concluded with a photo session featuring honoured guests, the SJM team, and the beloved mascot, "Sam the Rooster," marking an energetic start to the three-day showcase.

To support Macao SAR Government's "Tourism+" initiative, SJM has launched a range of travel and hotel packages that integrate luxurious stays, MICHELIN-starred dining, "edu-tainment" activities, arts and cultural experiences, and sports events. SJM also sponsored hotel accommodation packages for the MGTO's lucky draw campaign to attract more Thai visitors. The roadshow drew enthusiastic participation from Thai residents and tourists, many of whom captured joyful moments with "Sam the Rooster," making the booth a highlight of the event.

At the product update seminar and travel mart, SJM introduced its award-winning hotels and resort to Thai tourism partners, promoted Macau's vibrant tourism offerings, and showcased Macau's strengths as a world-class MICE destination. Through direct engagement with industry professionals, SJM gained deeper insights into the preferences of Thai travelers, laying a solid foundation for the development of targeted travel products, and further strengthening collaborative ties. Over 180 Thai industry representatives participated in the event, contributing to its notable success.

SJM will continue to cultivate international visitor markets and deliver exceptional travel experiences. Through these efforts, the company reaffirms its commitment to delivering exceptional guest experiences, further reinforcing Macau's reputation as "World Centre of Tourism and Leisure," and brighten the city's golden calling card as an international metropolis.

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



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



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