

Press Release

SJM Concludes a Successful “Experience Macao Roadshow in Lisbon”

Reinforcing Macau’s Role as a Sino-Portuguese Cultural and Tourism Bridge

(Macau, 30 September 2025) SJM Resorts, S.A. (“SJM”) successfully concluded its participation in the “Experience Macao Roadshow in Lisbon,” organised by the Macao Government Tourism Office (“MGTO”), from 17 to 21 September. SJM’s exquisite booth showcased its diverse “tourism+” offerings with stunning visuals, interactive activities, and exclusive accommodation packages. To further strengthen collaboration with Portugal’s tourism industry and media, SJM hosted and participated key engagements, featuring exclusive luncheons, familiarization tour to Portugal’s tourism attractions, and meeting with the Portuguese Association of Travel and Tourism Agencies (“APAVT”) and industry professionals, highlighting Macau’s vital role as a platform for Sino-Portuguese cultural and tourism exchange.

The roadshow opening ceremony was presided over by officials from Macau and Portugal, together with representatives of the industry. Prior to the ceremony, distinguished guests toured SJM’s booth, exploring its diverse tourism offerings, as well as prestigious awards in hotel facilities, dining, and guest service. The tour concluded with a photo opportunity featuring the honoured guests and SJM’s beloved mascot, “Sam the Rooster.” Throughout the exhibition, Portuguese residents and tourists actively engaged with the SJM booth, showing significant interest in Macau tourism.

While in Portugal, SJM engaged in a series of exchange activities, including an exclusive media luncheon at Belcanto, a two-MICHELIN-starred restaurant helmed by chef José Avillez. He is the first Portuguese chef in Lisbon to achieve this distinction and also leads Mesa by José Avillez, the contemporary Portuguese restaurant at Grand Lisboa Palace Resort Macau. The luncheon showcased signature dishes from Mesa, highlighting its unique culinary excellence to local media. The event also introduced the facilities and diverse offerings of SJM’s Grand Lisboa Palace and Grand Lisboa Macau. The event attracted over 10 local Portuguese and international media from lifestyle, gastronomy, and travel sector, further enhancing the brand’s visibility and influence in the international market.

To showcase Macau’s unique “Tourism+” appeal and SJM’s vibrant tourism experiences, SJM hosted a luncheon at Bairro do Avillez, a renowned restaurant also helmed by José Avillez. More than 40 guests from travel agencies, wholesalers, tourism associations, and the MICE industry attended. SJM representatives highlighted SJM’s latest developments and products, promoting Macau’s rich tourism experiences and hospitality capacity. The event also featured a prize quiz session, aimed at encouraging guests from the Portuguese travel industry to visit Macau in person, experience SJM’s diverse tourism offerings, and deepen their understanding of and interest in the city.

At an industry leaders’ meeting organised by APAVT, SJM met with business partners and explored collaborative opportunities. This led to a deeper understanding of Portugal’s tourism market, stronger ties with local business, and the development of marketable products, further boosting Macau-Portugal tourism cooperation.

SJM is committed to expanding its presence in international markets, highlighting Macau's unique role as a “World Centre of Tourism and Leisure” and deepening cultural and economic exchange between China and Portugal.

– End –



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



A guest participated in SJM's interactive claw machine activity.



An exclusive media luncheon was hosted at Belcanto, a two-MICHELIN-starred restaurant helmed by chef José Avillez.



More than 40 guests from travel agencies, wholesalers, tourism associations, and the MICE industry attended the luncheon at hosted by SJM at Bairro do Avillez.