



Press Release

**SJM and MGTO Once Again Co-organise
“Star Service Formula” Activity Series**

***Empowering Service Excellence with International Standards
to Strengthen Macau’s Tourism Competitiveness***

(Macau, 28 May 2026) — SJM Resorts, S.A. (“SJM”), in collaboration with the Macao Government Tourism Office (“MGTO”), today officially launched the second edition of the “Star Service Formula” Activity Series at the Grand Lisboa Ballroom, alongside its inaugural seminar. The seminar featured Ms. Summer Xiang, Learning & Development Manager, Asia Pacific of Forbes Travel Guide, as the keynote speaker, who shared in-depth insights into the core principles and execution standards of luxury hospitality. The session aimed to equip industry participants with global perspectives and help to further elevate the professional standards of Macau's tourism practitioners.

Macau has been ranked for the fourth consecutive year as the city with the highest number of Forbes Travel Guide Five-Star hotels worldwide. The seminar offered industry stakeholders valuable insights to deepen their understanding of premium service standards and drive the continuous refinement of service delivery. Officiating guests at the launch ceremony included Ms. Maria Helena de Senna Fernandes, Director of MGTO; Mr. Zhao Su, Assistant to the Economic and Financial Affairs Department of the Liaison Office of the Central People's Government in the Macao SAR; Ms. Angela Leong, Director and Chairman of the Staff Welfare Consultative Committee and Dr. Rui Cunha, Secretary-General of SJM; and Ms. Jessie Law, Vice President, Partner Services - Asia Pacific, India & Oceania, of Forbes Travel Guide. The seminar attracted approximately 330 participants, including representatives from Macau’s tourism industry, SJM team members, and faculty and students from higher education institutions, demonstrating an enthusiastic response from the sector.

Ms. Daisy Ho, Managing Director of SJM, said: “SJM firmly believes that exceptional service is the cornerstone of sustainable growth in the tourism industry. This year, the Group achieved another milestone in the Forbes Travel Guide, with Grand Lisboa Palace Resort Macau becoming the world’s first integrated resort to have all its hotels awarded Five-Star ratings, underscoring our unwavering commitment to service excellence. We will continue to invest in talent development and, through the ‘Star Service Formula’ Activity Series, foster knowledge exchange and practical learning across the industry, empowering professionals to deliver world-class hospitality to visitors from around the globe as we collectively embrace new challenges and opportunities.”

The “Star Service Formula” Activity Series attracted nearly 400 participants last year and received an overwhelmingly positive response. Building on this strong foundation, this year’s programme will be further enriched to include a series of seminars, training sessions, and workshops. These initiatives aim to help industry practitioners gain a deeper understanding of diverse visitor needs, sharpen their practical skills, and deliver more attentive, high-quality service experiences, thereby supporting Macau’s tourism industry in advancing toward high-quality development.



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