



Press Release

SJM Joins Global Sustainable Tourism Council as First Macau-based Member

Strengthening Macau's Position as a Leading Destination for Sustainable Tourism

(Macau, 23 June 2026) — SJM Resorts, S.A. (“SJM”) has reached a key milestone in Macau’s sustainable tourism development by becoming the first organisation in the city to join the prestigious Global Sustainable Tourism Council (GSTC) membership program. This significant step aligns SJM with global leaders in responsible travel and reinforces its leadership in advancing sustainable tourism in Macau.

The GSTC is the internationally recognised body that establishes and manages global standards for sustainable travel and tourism, known as the GSTC Standards. In 2024, SJM’s flagship property, Grand Lisboa Palace Resort Macau, became the first resort in Macau to attain ISO 20121:2024 certification for Event Sustainability Management System. This achievement complements SJM’s sustainability efforts, positioning the Group at the forefront of green hospitality, setting a new benchmark for Macau’s tourism and MICE (Meetings, Incentives, Conferences, and Exhibitions) sectors.

Driving the Next Phase of Sustainability

This milestone marks the next phase of SJM’s sustainability journey, guided by its CRAFT sustainability framework. Anchored by the vision, “Rooted in Heritage, Crafting a Sustainable Tomorrow for Macau,” the framework integrates sustainability across governance, operations, and community engagement through five core pillars:

- **C — Curating Sustainable Hospitality & Experiences:** Delivering eco-conscious luxury and guest experiences.
- **R — Rooted in Our Community:** Fostering local culture, heritage, and economic growth.
- **A — Advancing Our People:** Empowering talent through continuous growth and well-being.
- **F — Forging Climate Resilience:** Accelerating decarbonisation and resource conservation.
- **T — Trusted Governance & Responsible Business:** Upholding the highest standards of ethics and transparency.

By embedding the CRAFT framework across its portfolio, SJM continues to elevate its operations in line with internationally recognised sustainability standards.

Ms. Daisy Ho, Managing Director of SJM, said: “SJM has been deeply rooted in Macau for over 60 years, and our commitment to a greener future remains steadfast. Becoming the first GSTC member in Macau marks a natural progression of our journey. Guided by our CRAFT sustainability framework, we will continue to advance sustainability standards and support Macau’s development as a leading destination for responsible tourism.”

“GSTC warmly welcomes SJM as a GSTC member organization. We thank them for joining our mission to advance more responsible, inclusive, and sustainable tourism through their diverse business portfolio across hospitality, MICE, and attraction sectors,” says **Randy Durband, GSTC CEO**.

Elevating Macau’s Position in Sustainable Tourism

Joining GSTC strengthens SJM’s ability to integrate sustainability across all aspects of hospitality and event management. Building on its ISO-certified event capabilities, the Group is well-positioned to further elevate Macau’s competitiveness as a premier destination for sustainable MICE tourism. Across SJM’s properties—including Grand Lisboa Palace Resort Macau and Grand Lisboa Macau—SJM continues to implement initiatives in energy efficiency, water conservation, and plastic reduction. These ongoing efforts demonstrate how world-class hospitality can align with sustainability goals, contributing to a more resilient and environmentally responsible Macau.

###



SJM joins Global Sustainable Tourism Council as first Macau-based member.