

Press Release

SJM Debuts at ILTM Asia Pacific in Singapore

*Expanding Luxury Tourism Footprint in Southeast Asia
Reinforcing Macau's Position as "World Centre of Tourism and Leisure"*

(Macau, 14 July 2026) SJM Resorts, S.A. made its sparkling debut at the prestigious International Luxury Travel Market ("ILTM") Asia Pacific 2026, held in Singapore from 29 June to 2 July. As the region's premier networking platform for the high-end travel trade, this year's exhibition brought together top-tier travel buyers and industry leaders from across the globe. With a spectacular themed exhibition booth and a series of exclusive networking events, SJM dynamically showcased its top-flight hotel portfolio and vibrant, multifaceted leisure offerings to the global market. This strategic initiative not only successfully capitalises on the rapid growth of the Asia-Pacific luxury travel sector, but also actively promotes Macau's unique convergence of heritage and modernity to the international travel trade. By deepening connections across Southeast Asia, SJM continues to support the Macao SAR Government's "Tourism+" strategy and reinforce Macau's status as a premier "World Centre of Tourism and Leisure."

Throughout the three-day event, SJM's custom-designed booth drew inspiration from the breathtaking architectural aesthetics of Grand Lisboa Palace Resort Macau. Designed with an elegant, open-top layout, the booth created a spacious and sophisticated atmosphere. Captivating videos highlighted the resort's three distinctive hotel towers, the East-meets-West Grand Lisboa Palace Macau, Asia's first Palazzo Versace Macau, and the world's only THE KARL LAGERFELD MACAU. The booth also showcased the classic grandeur, luxurious guestrooms, and MICHELIN-starred restaurants of the iconic Grand Lisboa Macau which attracted visits from elite travel consultants, luxury agency professionals, and industry specialists. The booth was filled with lively energy, effectively showcasing SJM's brand excellence and unique advantages.

Led by Mr. Gerard Walker, Chief Hospitality Officer and Mr. Victor Lau, Vice President of Destination and Resort Sales of SJM, the delegation attended the Opening Forum on 29 June to gain insights from industry experts on emerging market trends and the evolving preferences of next-generation luxury travellers. Over the following three days, the team engaged in intensive, one-on-one discussions with key international counterparts to unlock exciting new commercial opportunities while highlighting Macau's growing appeal as a high-value travel destination.

Throughout the exhibition, SJM hosted a suite of exclusive networking events to cultivate meaningful, long-term partnerships. Two private Industry Networking Luncheons were held on 30 June and 1 July, providing an intimate setting for travel experts to strengthen ties and explore future collaboration. On 1 July, SJM also hosted a memorable Gala Dinner, bringing

together over a hundred corporate executives and VIP clients. During the evening, SJM representatives shared comprehensive updates regarding the group's world-class facilities, premium accommodation, diverse collection of MICHELIN-starred and awarded dining destinations, and distinguished leisure experiences. The event perfectly demonstrated the unique blend of East and West that defines both SJM's hospitality philosophy and Macau's distinctive identity.

As a vital hub for Asia-Pacific luxury tourism, Singapore continues to be a key strategic market for SJM to grow its international clientele and expand its footprint across Southeast Asia. The Group's strong participation at this year's ILTM Asia Pacific has significantly heightened brand awareness amongst the regional luxury travel trade and substantially broadened the group's business network. Looking ahead, SJM remains committed to supporting the Macao SAR Government's tourism development strategies, proactively engaging with international partners to attract a greater number of overseas high-net-worth travellers to Macau, and contributing to the diversified and long-term sustainable advancement of the city's tourism and leisure sector.

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The SJM booth features a sophisticated design centered on the Grand Lisboa Palace.



SJM representatives forged close ties with travel consultants during the private Industry Networking Luncheon.



SJM representatives presented the group's diversified facilities and services to key clients and industry executives at the private Gala Dinner.