

Press Release

**SJM Co-Hosts ECTAA 2025 Macao Summit**

*Enhancing Macau's International Visibility and  
Expanding the European Visitor Market*

(Macao, 5 June 2025) As a key contributor to Macau's tourism and leisure industry, SJM Resorts, S.A. ("SJM") proudly co-hosted the European Travel Agents' and Tour Operators' Associations ("ECTAA") 2025 Macao Summit as organised by the Macao Government Tourism Office ("MGTO"). Held from 2 to 5 June at Grand Lisboa Palace Resort Macau, the four-day summit brought together key stakeholders from across Europe, with SJM providing world-class venues for the board and general assembly, panel sessions, business networking session and press conference. The programme closed with a gala dinner co-hosted by SJM and MGTO, celebrating the summit's success and attended by delegates from 32 European countries.

Ms. Daisy Ho, Managing Director of SJM, remarked "The European market is a key focus of our ongoing efforts to diversify Macau's visitor base, attract high-value travellers, and encourage longer stays. This summit has offered Macau a valuable platform to better understand the evolving preferences of European travellers, while fostering collaboration with trade counterparts in areas such as gastronomy, culture, sports and MICE. We hope the delegates will bring Macau's distinctive appeal back to their home markets and help position the city as a top-of-mind destination for European consumers."

This marked the first time for Macau to host an official ECTAA summit, drawing some 40 leading travel professionals and decision-makers from 32 European countries, representing over 80,000 travel agencies and tour operators. The summit aimed to deepen connections between the Chinese and European tourism sectors, showcase Macau's strengths as ECTAA's "Preferred Destination for 2025," and reinforce the city's role as a vital bridge to the European travel market.

As the co-host, SJM actively supported the summit and contributed to a series of promotional initiatives alongside MGTO, demonstrating the shared commitment between the public and private sectors in advancing sustainable and diversified tourism development in Macau.

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A welcome reception held on 2 June at The Book Lounge of Grand Lisboa Palace officially kicked off the ECTAA 2025 Macao Summit.



Ms. Maria Helena de Senna Fernandes, Director of MGTO; Mr. Frank Oostdam, President of ECTAA; Ms. Heli Mäki-Fränti, Vice-President of ECTAA, and Ms. Daisy Ho, Managing Director of SJM shared the event details at the press conference.





Delegates engaged in in-depth discussions during the business networking session, exploring new opportunities for collaboration in Macau.



Guests present at the gala dinner held on 4 June at The Grand Pavilion of Grand Lisboa Palace included Mr. Anton Tai Kin Ip, Secretary for Economy and Finance of the Macao SAR Government; Mr. Frank Oostdam, President of ECTAA; Mr. Pedro Costa Ferreira, President of the Portuguese Association of Travel and Tourism Agencies (APAVT); Ms. Maria Helena de Senna Fernandes, Director of MGTO; and Dr. Rui Cunha, Secretary-General of SJM.