Press Release

SJM Macao Open 2026 Brings World-Class Golf to the Wider Community

Community Activities, Student Encounters with Players, and a Course Walk for Seniors Share the Excitement of Championship Golf

(Macau, 21 October 2026) The SJM Macao Open 2026 concluded successfully at the Macau Golf & Country Club, where it was held from 15 to 18 October. Alongside world-class competition, the tournament brought the excitement of golf beyond the course. As title sponsor and co-organiser, SJM Resorts, S.A. ("SJM") joined forces with the tournament to organise a varied programme of community activities and dedicated student experiences, giving residents of all ages the chance to get involved and experience the tournament first hand. These initiatives brought the spirit of golf into the wider Macau community, encouraging participation and helping to foster interest in the sport among future generations.

Community Golf Fun Days

Held at Anim'Arte NAM VAN for the first time this year, the Community Golf Fun Days brought golf closer to residents and visitors from 9 to 11 and 16 to 18 October. The six-day programme attracted close to 1,200 participants, with people of all ages testing their putting accuracy, practising their swings at golf nets and taking on chipping challenges to win prizes. A giant golf ball installation and tournament backdrop also provided popular photo opportunities, while families enjoyed discovering the sport together in a relaxed atmosphere.

At a dedicated session for students on 10 October, Ms. Carol Tai, Vice President of Community and Government Relations of SJM; Mr. Michael Kraus, Senior Director of Golf Events of IMG; and Mr. Manuel Senna Fernandes, President of the Macau Golf Association, joined Chinese rising star Andi Xu, last year's top local finisher Ma Kaijun, and local qualifiers Jim Huang and Hung Chi Che to welcome 30 students from Pui Ching Middle School and Escola Secundária Luso-Chinesa de Luís Gonzaga Gomes. The players warmly introduced the students to golf and its basic techniques before guiding them through interactive activities in small groups. The session gave students a better understanding of the sport and an opportunity to put their newly learned skills into practice.

Student-Exclusive Experiences

On 15 and 16 October, SJM organised two dedicated youth programmes at the Macau Golf & Country Club, inviting nearly 70 local students to experience the international tournament venue and meet experienced professional golfers competing in the tournament.

Two School Discovery Golf Day sessions welcomed around 30 students from Pui Ching Middle School (Coloane), Escola Secundária Luso-Chinesa de Luís Gonzaga Gomes and the University of Macau. The sessions were led by mainland Chinese rising star Zhou Yanhan, who won seven China Tour titles last year, and Hong Kong golfer

Matthew Cheung, a bronze medallist in the men's team event at the 2023 Asian Games. Meanwhile, the Golf Clinic attracted around 40 enthusiastic students from Santa Rosa de Lima English Secondary School, The International School of Macao and Macau Anglican College, who received coaching from American star Kevin Na, a five-time PGA Tour winner, and Thai talent TK Chantananuwat, who has ranked as high as sixth in the World Amateur Golf Ranking and is the youngest player in history to win a tournament on one of the world's major pro tours.

With expert guidance from the professionals, the students experienced the fun of golf on the tournament grounds, developing their shot-making skills through hands-on practice and gaining a closer connection to the professional game. They also posed for photographs with the players and enjoyed a range of themed games at the SJM Macao Open Fan Village, further immersing themselves in the atmosphere of the annual sporting event. Through these experiences, SJM hopes to encourage young people to take part in sport and improve their physical fitness. Each student also received tournament-exclusive souvenirs as a memento of the experience.

Behind-the-Scenes Tours for University Students

On 14 and 15 October, SJM hosted two Behind-the-Scenes University Tours at the Macau Golf & Country Club, giving university students an inside look at the international tournament. The tours welcomed about 90 students from the University of Macau and the City University of Macau. Following a comprehensive introduction to golf etiquette, students explored the tournament venue, visiting the event tournament office, media centre, scoring office, Asian Tour Office, players' lounge, practice areas, tee boxes, greens, spectator stands and the Fan Village. Seeing first-hand the teamwork and coordination required to stage a world-class tournament gave them a deeper understanding of the professional operations behind Macau's major sporting events.

Walk Like a Champion

To encourage residents to embrace a healthy lifestyle, SJM held the Walk Like a Champion activity at the Macau Golf & Country Club early on 16 October. Around 35 seniors from the Caritas Macau Ian Fai Integrated Senior Citizens Care Centre were invited to the tournament venue for a walk around the international-standard golf course, completing a series of activity check points. The activity was also open to the public on Saturday and Sunday and drew an enthusiastic response, with the first 10 participants to complete the walk receiving exclusive tournament merchandise.

With thoughtful arrangements and support, the seniors set off in high spirits along a specially planned route through the course's lush surroundings. After completing the walk, they tried a variety of golf-themed games at the Fan Village, with many describing their first experience of golf as eye-opening and great fun. The activity not only encouraged seniors to spend more time exercising outdoors and stay physically and mentally active, but also reflected SJM's commitment to combining international sporting events with community care, giving senior residents the opportunity to share in the excitement of Macau's major sporting occasions.

SJM actively brings world-class international sporting events to Macau and organises a range of related experiences for the wider community. From first encounters with golf

and inspiring mentorship from top professionals to behind-the-scenes tours, these activities give the participants a deeper appreciation of the dedication and teamwork that bring the tournament to life. For SJM, major sporting events serve as powerful catalysts for community enrichment and local engagement, inspiring residents to embrace healthier lifestyles. These efforts also strengthen the cross-sector integration of "Sports + Tourism," reinforcing Macau's international standing as a "World Centre of Tourism and Leisure" and a dynamic "City of Sports."

- End -



The Community Golf Fun Days take place at Anim'Arte NAM VAN for the first time, giving residents a chance to experience the fun of golf.



Ms. Carol Tai, Vice President of Community and Government Relations of SJM; Mr. Michael Kraus, Senior Director of Golf Events of IMG; and Mr. Manuel Senna Fernandes, President of the Macau Golf Association, join Chinese rising star Andi Xu, last year's top local finisher Ma Kaijun and local qualifiers Jim Huang and Hung Chi Che at the Community Golf Fun Days to share the fun of golf with students from Pui Ching Middle School and Escola Secundária Luso-Chinesa de Luís Gonzaga Gomes.




Mainland Chinese rising star Zhou Yanhan and Hong Kong golfer Matthew Cheung, a bronze medallist at the 2023 Asian Games, interact with students during the School Discovery Golf Day.




American star Kevin Na and Thai golfer TK Chantananuwat help students develop their swing technique at the Golf Clinic.





University students get an inside look at the operations of the SJM Macao Open 2026 during two Behind-the-Scenes University Tours.




Around 35 seniors from the Ian Fai Integrated Senior Citizens Care Centre take a walk around the Macau Golf & Country Club as part of the Walk Like a Champion activity.