



澳門旅遊大學
UNIVERSIDADE DE TURISMO DE MACAU
Macao University of Tourism

In collaboration with



Sponsor



17th UTM – UN TOURISM TRAINING PROGRAMME LEVERAGING MEETINGS AND EVENTS FOR LOCAL DEVELOPMENT

21 – 24 October 2025
MACAO SAR, CHINA

CONCEPT NOTE

1. Background

The Macao University of Tourism (UTM) has had a fruitful collaboration with UN Tourism since 2015, after a Memorandum of Understanding signed between the Macao SAR Government and UN Tourism. Marking a decade of successful collaboration, the 17th UTM-UN Tourism Training Programme, titled “**Leveraging Meetings and Events for Local Development**”, aims to harness the potential of the Meetings and Events industry to drive sustainable economic, social, and cultural growth in local communities.

The Training Programme will serve as a platform for sharing best practices, innovative strategies, and case studies that demonstrate the transformative potential of Meetings and Events in driving economic growth, social inclusion, cultural preservation, and sustainable development. It also marks an opportunity to reflect on past achievements while setting a forward-looking agenda for future collaboration.

2. Context

The meetings and events industry boosts a destination's development in several profound ways, beginning with immediate economic prosperity. As a major economic driver, the industry generates substantial revenue through attendee spending on accommodation, transportation, dining, retail, and other local services. This influx of high-spending visitors directly stimulates the local economy and creates a wide array of employment opportunities across the hospitality, event planning, logistics, and even construction sectors.

Beyond the direct financial impact, hosting Meetings, Incentives, Conferences, and Exhibitions (MICE) events often necessitates significant investment in public and private infrastructure. This leads to the development of state-of-the-art convention centers, new hotels, and upgraded transportation networks. Such improvements not only cater to event attendees but also leave a lasting legacy for residents, enhancing their overall quality of life and the city's appeal. Furthermore, conferences and exhibitions serve as crucibles for innovation. By bringing together experts, industry leaders, and academics, these events foster a vibrant environment of knowledge sharing, collaboration, and creative thinking. This intellectual exchange can catalyze local industries and



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contribute to the evolution of a knowledge-based economy. Unlike leisure tourism, which often follows seasonal patterns, MICE events provide a steady, year-round stream of visitors, ensuring more consistent revenue and stability for the local tourism industry.

In recent years, Macao has firmly established itself as a world-class MICE hub in Asia, a claim supported by its extensive, top-tier facilities, making it a perfect living classroom for anyone interested in exploring the strategies behind developing the Meetings and Events industry. The city boasts over 240,000 square meters of dedicated MICE venues and a portfolio of more than 46,000 hotel rooms, demonstrating its capacity to host large-scale international gatherings. Its proven track record is impressive. In 2024, Macao hosted 1,524 MICE events that attracted 1,332,000 participants.

Macao has gained international accolades, including: *Best Business Travel and MICE City*, *Best Destination for Annual Meetings*, *Brilliant Star MICE Outstanding Destination*, *Top 14 MICE City in Asia-Pacific* and *Top 100 Global MICE City*. This success is underpinned by strong government support and a clear strategic vision. The Macao SAR government is championing the MICE industry as a key pillar of its economic diversification strategy, actively working to attract international business visitors and enhance the city's global standing. This commitment is complemented by Macao's unique cultural and entertainment landscape. The city offers a captivating blend of Chinese and Portuguese heritage, with 25 sites inscribed on the UNESCO World Heritage List. This rich cultural fabric, combined with world-class entertainment, fine dining, and luxurious integrated resorts, provides an unparalleled and memorable experience for event delegates.

3. Objectives and Topics

In this perfect living classroom, this training programme is designed to move beyond theoretical knowledge and deliver tangible skills and strategic frameworks that participants can apply within their home destinations. By the end of the programme, participants will be equipped to champion and develop a meetings and events industry that serves as a catalyst for holistic local development.

The programme is structured in the following thematic sessions to explore the topics through practical case studies and expert-led discussions:

Session I: Destination Branding – Building Identity through Events

Session II: Policy Frameworks and Public-Private Partnerships for MICE Success

Session III: Youth Development for the Sustainability of the Meetings and Events Industry

Upon completion of the programme, participants will be able to:



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- Analyse the multifaceted contributions of the Meetings and Events industry to a destination's economic, social, and cultural fabric.
- Develop strategic plans that leverage a destination's unique cultural, social, and economic assets to attract and create impactful MICE events.
- Formulate strategies to attract, develop, and retain young professionals, ensuring the long-term sustainability and resilience of the Meetings and Events industry.

The programme is also a valuable platform for networking with industry peers and leaders, fostering connections that can lead to future collaborations.

4. Participants

The 17th UTM-UN Tourism Training Programme is designed for:

- Ministries of Tourism and National Tourism Organizations from UN Tourism Member States
- International and regional organizations
- Regional and local Destination Management Organizations
- Academic institutions (universities, research facilities) specializing in meetings and events tourism