



From Casino Hub to Conference Powerhouse

MICE as a **Catalyst** for Macau's Global Identity

Speaker: Joey Pather - SVP of MICE Operation @ Galaxy Entertainment Group



Macau

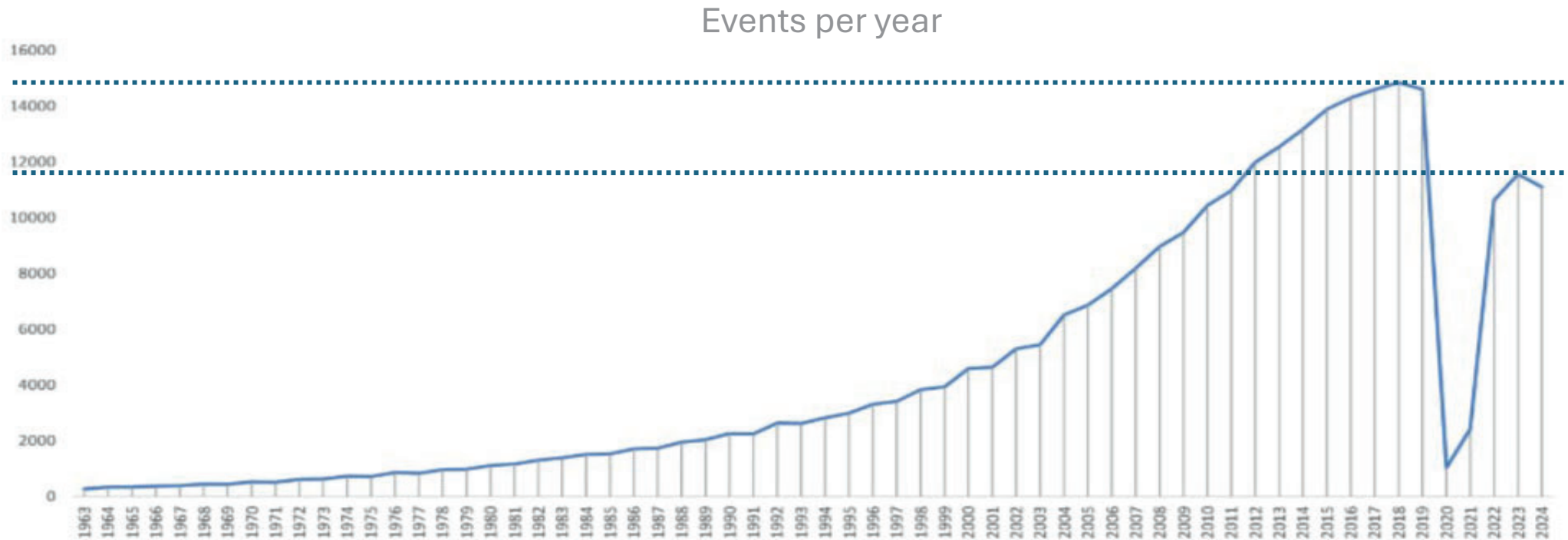
more than casinos





2024 SNAPSHOT: INTERNATIONAL ASSOCIATION MEETINGS AT A GLANCE

The 2024 ICCA meetings data highlights a continued recovery and upward trend in the association meeting sectors.

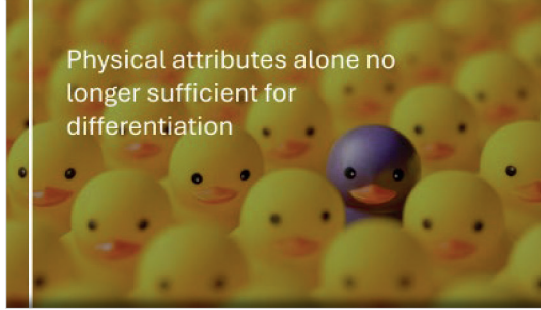


(Source: ICCA)

Every destination **COMPETES**
in an increasingly connected
world



Physical attributes alone no
longer sufficient for
differentiation



Need for authentic
storytelling and emotional
connection



The Universal Challenge

Every destination COMPETES
in an increasingly connected
world



Physical attributes alone no
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differentiation



Need for authentic
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HOW?

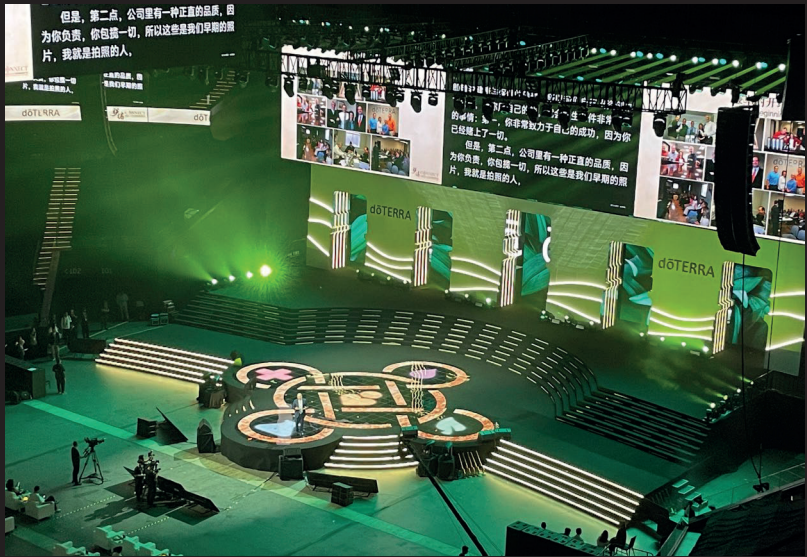
Destinations **MOVE BEYOND**
commoditized tourism to
BECOME IRREPLACEABLE
EXPERIENCES?



MACAU JUST LEVELLED UP

3 different audience profiles, 3 mega event clients • 1 city • 0 downtime





The economic value of international association meetings



Global travel and
tourism generate
approximately
**USD10.9
Trillion**



10% of
Global GDP

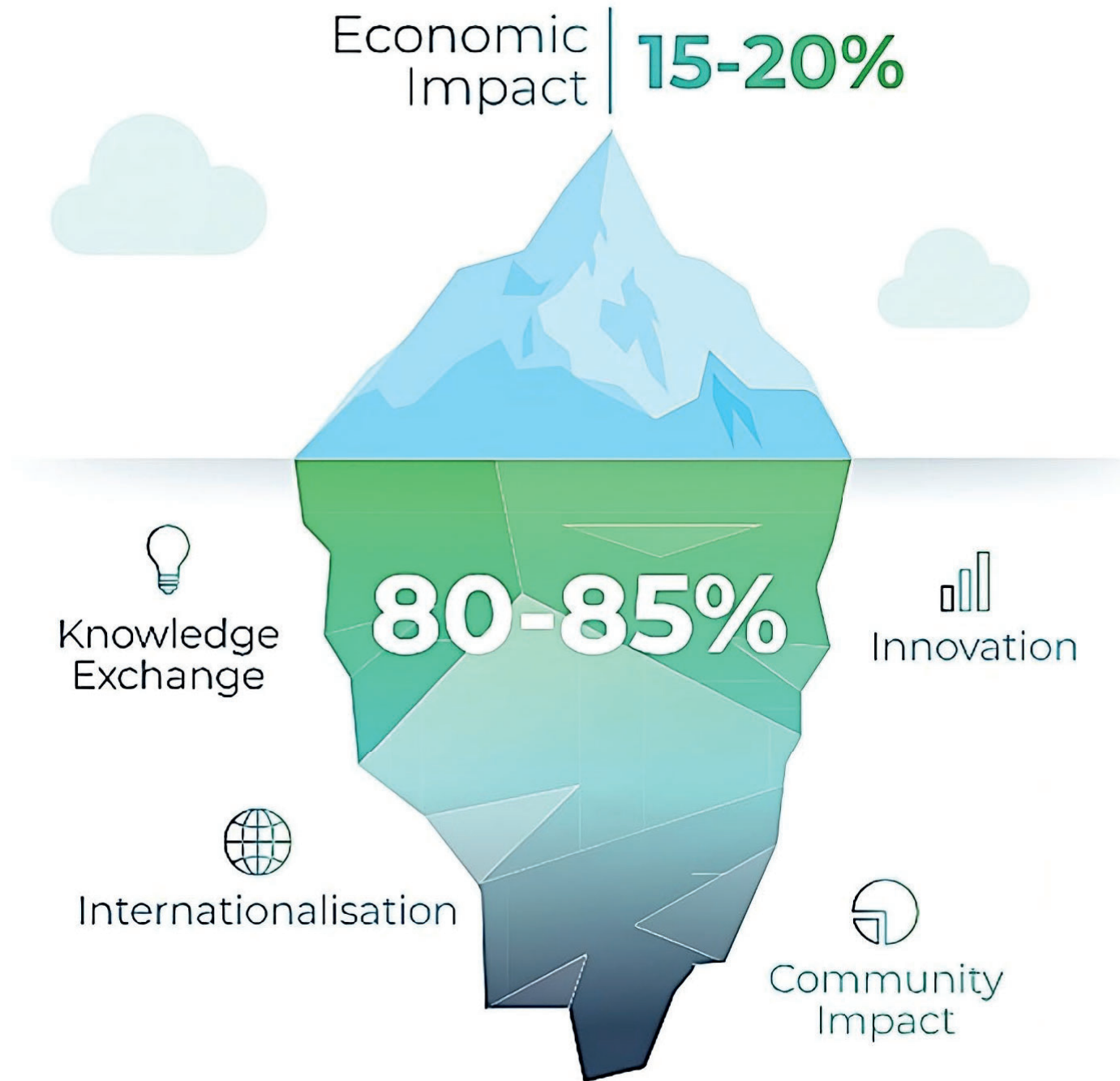


Supporting around
**357
million
jobs** worldwide



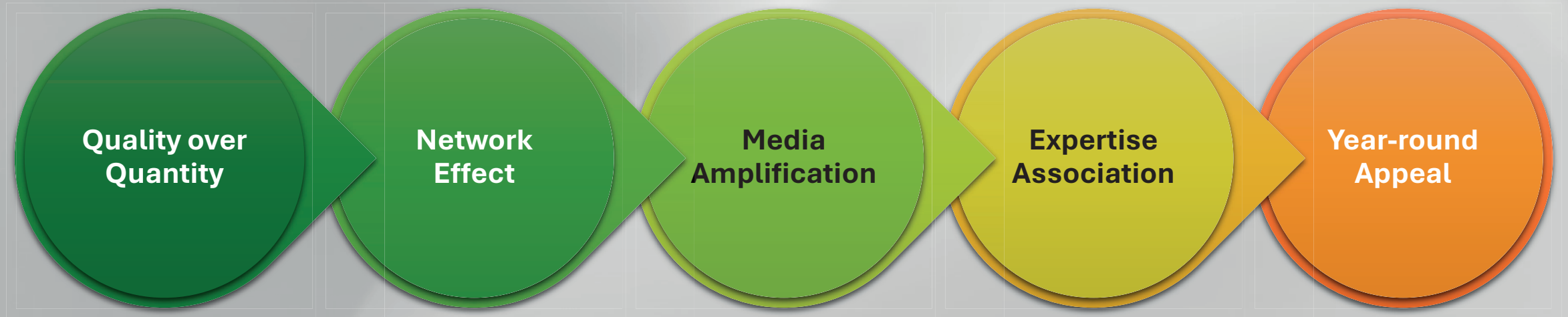
International
Association Meetings
contributed
**USD11.6
Billion** in immediate
economic impact

(Source: ICCA)



(Source: ICCA)

as Strategic Destination **BRANDING TOOL**



MICE

Strategy 1

Leveraging Unique
Cultural Bridge Positioning



Strategy 2

Creating Signature MICE Event
Experiences



Strategy 3

Building
Industry Expertise





Joey Pather

**The future of
destination
branding is
written ONE
event at a time**

Even the simplest event
become **Catalyst** for
Macau's Global Identify

