



## Industry joins forces to develop non-gaming offerings and explore overseas markets

The Chief Executive Ho Iat Seng, representing the Macao Special Administrative Region, signed the Concession Agreements on Operating Games of Luck in Casinos in the Macao Special Administrative Region with the representatives of the six winning bidders on 16th December 2022. The 10-year concessions are effective from 1st January 2023. The six operators have pledged to invest a total of MOP118.8 billion, over 90% of which — or MOP108.7 billion — will be put into exploring overseas customer markets and developing non-gaming projects.

The granting of the new gaming concessions marks a new stage of development for the city's gaming and tourism industries. The six operators are required to maintain their commitments as detailed in their tender proposals, striving to explore overseas markets and implement various non-gaming initiatives. The non-gaming offerings will focus on 10 areas, including conventions and exhibitions, entertainment and performances, sports events, culture and art, healthcare, themed amusements, and others. The aim of these initiatives is to enhance Macao's international image and tourism appeal, as the city hosts outstanding premium events and develops iconic projects.

### Expansion of overseas sales networks to promote Macao

In a joint press conference, the six integrated resort operators introduced their future investment plans for the next decade. MGM Grand Paradise S.A. (MGM), which received the highest score for their proposal, pledged to invest MOP16.7 billion over the next 10 years, including MOP15 billion for exploring overseas markets and developing non-gaming projects. MGM proposes to increase its overseas sales networks to 30 locations and double the number of its sales force, with a focus on helping Macao to attract tourists through hosting events in Asia and the Middle East. The operator will also make concurrent efforts to strengthen the transportation infrastructure for tourists travelling to the city directly.

Galaxy Casino, S.A. (Galaxy) plans to invest MOP28.4 billion over the next 10 years, including MOP27.5 billion for exploring overseas markets and developing non-gaming projects. Aiming

to set up three overseas offices in Singapore, Thailand and South Korea, the company plans to roll out an array of marketing initiatives including travel packages in six target markets, namely India, Indonesia, Malaysia, the Philippines, Vietnam and Japan.

Venetian Macau, S.A. (Venetian Macau) proposes to spend MOP30 billion in the future on both capital and operating projects, including MOP27.8 billion for non-gaming projects that will appeal international visitors. Apart from the expansion of the company's network of international sales offices in Asia, the United States and Europe, the company will also host an annual large-scale business exchange event at Marina Bay Sands in Singapore to promote Macao. International markets, like South Korea, Japan, India, Southeast Asia and the US, are also the target segments of the firm.

Melco Resorts (Macau) S.A. (Melco) promises to invest a total of MOP11.8 billion over the next decade. Over MOP10 billion of the total investment will be focused on the non-gaming segment, and about MOP1.9 billion will be allocated for increasing overseas visitors and developing the MICE business. Melco will leverage its MICE representative offices in Hong Kong, Singapore, Manila, and Cyprus for the promotion of Macao, and attract international customers with a focus on Europe, the Middle East, Japan, South Korea, Malaysia, Singapore and Thailand. The company also plans to transport high-end customers with its private jet service.

Wynn Resorts (Macau), S.A. (Wynn) will spend MOP17.73 billion over the next 10 years, including MOP16.5 billion for expanding international markets and further diversification of non-gaming projects. Wynn will support Macao's goal of growing international tourism by leveraging its worldwide network, and bolstering its sales office and agencies in markets like Japan, Singapore, Vietnam, Indonesia, Philippines, South Korea, Thailand, Malaysia, Canada and the US. Moreover, the company will establish regional and international partnerships with airlines that serve both Macao and Hong Kong. Its digital marketing campaigns will be expanded and refined to target international markets.

SJM Resorts, S.A. (SJM) will invest MOP14.03 billion, including MOP12 billion marked for expanding international markets and developing non-gaming projects. In the first phase, the company will mainly explore the North Asian and Southeast Asian markets as well as international tourists coming from nearby Hong Kong, with an aim of setting up representative offices in multiple potential markets. Leveraging on the company and affiliates' wide network via ground, sea and air, SJM will provide one-stop, seamless transportation amenities for international travellers.

## Different focuses for non-gaming offerings

MGM's efforts on non-gaming projects focus on developing five themed areas, including setting up an "Incubator Base for Arts and Culture Business Industries" ; establishing an original performing and entertainment zone; developing a high-quality, high-end distinctive exhibition area; creating a health and wellness landmark and a high-end medical tourism centre for one-stop experiences; and strengthening community tourism by creating a robust day and night dynamics and culture.

The initiatives of Galaxy highlight seven key areas, including themed amusements, entertainment and performances, MICE, sports events, culture and art, and health and wellness. The projects include: a 61,000-square-metre high-tech amusement park; the soon-to-open Galaxy Arena with a capacity of 16,000 seats; plans to attract international and regional events to be held in Macao; multiple new dining outlets; and a new "one-stop" integrated area for health, wellness, leisure and lifestyle in partnership with well-known medical organisations and brands.

Venetian Macau proposes to build a new 18,000-square-metre MICE facility adjacent to the existing Cotai Expo, expanding the city's capabilities for hosting additional large-scale international MICE events while strengthening the planning, organisation and international marketing for convention tourism. Furthermore, the company is poised to redevelop the existing Le Jardin, the "Tropical Garden" on the south side of The Londoner Macao, to create an internationally distinctive, garden-themed attraction of approximately 50,000 square metres. Venetian Macau will also further explore entertainment, sports and tourism to attract international visitors.

The investment plan of Melco includes various initiatives, namely exploring foreign feeder markets and developing MICE, entertainment performances, sports events, culture and art, health and wellness, themed amusements, gastronomy, community tourism, marine tourism and others. Many of its projects will be launched in the next two to three years, including a residency show series of 90 sessions featuring super stars at the Studio City Event Center between 2023 and 2025. In addition, the revamped House of Dancing Water show will be relaunched in late 2024, Melco will develop a Skateboard Park, and set up of the Splendors of China Museum at City of Dreams in 2025.

The investments of Wynn underscore various areas like entertainment and performances, MICE, culture and art, and gastronomy. Some of the highlights include a new theatre, an

international gastronomy destination dining venue, a Wynn event and entertainment centre, a themed interactive and immersive centre, and many more. Other non-gaming efforts will also support sports events, health and wellness, themed amusement, community tourism and marine tourism.

The future plans of SJM focus on the development of community tourism, sports events, gastronomy, and culture and art. The company proposes a “Macao Historic Centre Revitalisation Plan” to rejuvenate and transform the area of Avenida de Almeida Ribeiro into a brand-new thriving cultural district in Macao, while it also envisages the creation of a riverfront food street in the Inner Harbour area. Specialists will also be invited to restore and revitalise the “Macao Palace” floating casino. Moreover, SJM aims to invite international and Asian football teams, and other types of sports to hold events in Macao. Furthermore, three new themed museums will be established, the MICE facilities of Grand Lisboa Palace will be fully upgraded, with a series of entertainment shows and performances in plan.



Macao SAR Chief Executive Ho Iat Seng met with the representatives of the six successful companies for the Concessions on Operating Games of Luck in Casinos in the Macao Special Administrative Region (Photo Source: Government Information Bureau of Macao)



The six concessionaires will focus on exploring overseas markets, and implementing various non-gaming projects (Photo Source: Government Information Bureau of Macao)



Macao SAR Chief Executive signed the concession contracts on behalf of the Macao SAR with the six awardees. A joint press conference was held afterwards (Photo Source: Government Information Bureau of Macao)