



## **MGM Debuts its First Overseas Promotional Campaign in Thailand**

*Showcases Macau's Diverse Tourism Charm to the World Stage with  
MGM's Pioneering Entertainment and Culinary Excellence*

In response to the Macao SAR Government's initiative to expand international source markets, MGM has launched its first large-scale overseas promotional campaign in Bangkok, Thailand – with the objective to attract more visitors from Southeast Asia to visit Macau. From June 13 to 29, MGM will be hosting a series of promotional activities in Bangkok, including the “**Magnificent Gala Master**” Dinner Event, “**MGM Travel Trade Luncheon**”, and “**Macanese Food Promotion**”, which center around the themes of innovation, culinary excellence, and entertainment, underscoring both MGM’s creative entertainment offerings and the unique culinary culture of Macau. The campaign also features themed travel vlogs to provide Thai travelers with a glimpse into the kaleidoscope of Macau's cultural tourism. MGM is also participating in the “Experience Macao roadshow in Bangkok” organized by the Macao Government Tourism Office (MGTO) at Central World from June 14 to 16 to synergize its international reach in the Thai market.

The promotional campaign kicked off with the “**Magnificent Gala Master**” dinner event at Rosewood Bangkok on June 13. It was attended by 150 distinguished guests from Macau and Thailand, including government officials, business leaders, and celebrities. To honor the guests’ presence, MGM joined hands with Rosewood Bangkok to curate an exquisite dinner menu embodying a fusion of Macau and Thai specialties. During the gala, MGM demonstrated the Company’s signature blend of pioneering art & entertainment offerings with world-class hospitality. Besides, live performances by Thai singer Wichayanee Pearklin (Gam) and Macau singer Germano Guilherme were arranged to jazz up the night. Additionally, FlukeLee, renowned Thai actors and top YouTube travel blogger couple, were on-site to provide a sneak peek of the upcoming trendy promotional videos, co-hosted by them and Germano who will take turns as tour guides to showcase their own hometowns’ tourism appeal, in a bid to facilitate tourism exchanges between Macau and Thailand.

Distinguished guests at the gala include **Thapanee Kiatphaibool**, Governor of the Tourism Authority of Thailand; **Maria Helena de Senna Fernandes**, Director of MGTO; **Sam Lei**, Executive Director of Macao Trade and Investment Promotion Institute; Vic Lam, Head of Cultural Tourism, MICE, and Commercial Division from the Economic Development Bureau of the Guangdong-Macao In-Depth Cooperation Zone in Hengqin; **Pansy Ho**, Chairperson and Executive Director of MGM China Holdings Limited; **Kenneth Feng**, President and Executive Director of MGM China Holdings Limited; and **Hubert Wang**, President & Chief Operating Officer of MGM China Holdings Limited.

**Pansy Ho, Chairperson and Executive Director of MGM China Holdings Limited**, said, “MGM has always upheld the onus to support the Macau government’s efforts in elevating



the city's cultural tourism economy on the global stage. Building on the foundations of deep mutual understanding and the upcoming 50th anniversary of diplomatic relations between China and Thailand, the future between Thailand and Macau will be bright. On MGM's calendar, this translates into a series of immersive, multi-dimensional events that celebrate our passions, underpinned by our deep-rooted belief that arts and culture are the global languages of the world. MGM will continue to champion the unique charms of Macau, transforming it into a world-class international leisure tourism destination that captivates the hearts and minds of travelers near and far.”

**Hubert Wang, President & Chief Operating Officer of MGM China Holdings Limited**, said, “Thailand represents the largest Southeast Asian market as well as the fastest growing overseas market for MGM. With the convenience of more and more direct flights between Bangkok and Macau and the performances by popular Thai artists at MGM, the number of Thai guests staying at MGM has grown by nearly 30% compared to the same period last year, affirming MGM and Macau’s strong appeal to Thai tourists. With our first overseas promotional campaign in Bangkok, we aspire to introduce Thai tourists to MGM’s original arts and entertainment events along with Macau’s distinctive culinary culture. By doing so, we aim to enable them to experience Macau’s diverse appeal as a ‘City of Performing Arts’ and ‘Creative City of Gastronomy’, further promoting its reputation as an international metropolis.”

MGM also hosted the “**MGM Travel Trade Luncheon**”, with the objective to elevate Macau and MGM as the premier travel destinations for Thai tourists. This luncheon was conducted at the Glass House, Nai Lert Park Heritage Home in Bangkok on June 14, which brought together over 150 representatives from Thailand's tourism sector and media. It featured MGM’s latest ranges of “tourism+” offerings, such as the upcoming launch of the art museum in MGM MACAU, as well as the residency show *MGM 2049* in collaboration with world-acclaimed Chinese filmmaker Zhang Yimou, scheduled to make its appearance this December, and more. To provide guests with an authentic taste of Macau, MGM specifically arranged a live cooking demonstration by the celebrated chef Florita Alves, ambassador of Macanese cuisine and chef of the prominent Macanese restaurant *La Famiglia* in Macau, along with the enchanting Portuguese traditional folk dance by Macau’s well-known dancing group *Associação de Danças e Cantares Portuguesa “Macau no Coração”*.

**Maria Helena de Senna Fernandes, Director of MGTO** delivered a speech at the luncheon and said, “Thailand is the fifth position among Macao’s top international visitor’s source markets. More importantly, it shows that in the first five months of the year, Thai visitor arrivals to Macao increased by 203%, compared to the same period last year. We are enthusiastic to see MGM synchronize its promotional efforts with the Macao



Government Tourism Office's annual large-scale promotion to meet Thai travel trade and consumers in Bangkok, creating more synergies to engage Thai travelers of different profiles with our destination.”

To further promote Macau as a “Creative City of Gastronomy”, MGM rolls out a two-week **“Macanese Food Promotion”** at Rosewood Bangkok from June 15 to 29, where MGM culinary team led by Chef Ricardo Oliveira joins forces with Florita Alves to bring Macau's unique Macanese cuisine – also the world's first "fusion" cuisine recognized by UNESCO – to Thailand. This initiative aims to underline Macau's diverse tourism offerings through its culinary excellence, enticing Thai residents with a taste of Macau's glamour as the Creative City of Gastronomy.

In parallel, MGM also proactively participated in the “Experience Macao roadshow in Bangkok” organized by MGTO at Central World from June 14 to 16, where a large gachapon machine featuring the Company's Golden Lion emblem was set up at the booth, attracting visitors with its eye-catching design. Meanwhile, MGM's mascot Leo in Muay Thai boxing robe engages with the audience and encourages them to participate in the lucky draw with prizes including accommodation discounts and exclusive souvenirs. The accommodation offers come with both Macau LRT passes and MGM “Macau Cruise” tickets to promote the “Barra CityWalk” route, which synergized “culture + tourism + transportation”, driving visitors to explore the fusion of Eastern and Western influences and the blend of ancient and modern in Macau.

MGM has been endeavoring to host a series of special cultural events tailored to the preferences of Thai tourists, such as organizing “Amazing Songkran in Macau” since 2019, inviting famous Thailand singer Jennifer Kim and R&B singer Lydia Deane to perform in Macau, supporting “Asia Fan Meeting” of Thailand's superstars BILLKIN & PP KRIT, and more.

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## **About MGM**

MGM is an abbreviation for MGM China Holdings Limited (HKEx: 2282) and is a leading developer, owner, and operator of gaming and lodging resorts in the Greater China region. We are the holding company of MGM Grand Paradise, SA which holds one of the six gaming concessions to run casino games in Macau. MGM Grand Paradise, SA owns and operates MGM MACAU, the award-winning premium integrated resort located on the Macau Peninsula and MGM COTAI, a contemporary luxury integrated resort in Cotai, which opened in early 2018 and more than doubles our presence in Macau.



MGM MACAU is a Forbes Five-Star luxury integrated resort inspired by the arts with every element of the resort infused with creativity and style. MGM MACAU has approximately 600 guest rooms and suites and boasts a number of distinguishing features, including the architecturally stunning European-inspired Grande Praça, housed under a soaring glass ceiling. MGM MACAU's world class facilities include the MGM Art Space, dedicating over 5,000 square feet to display authentic works of art, conference and event facilities, spa, and seven signature restaurants and bars to fulfill any gastronomic craving. Our property is conveniently located on the Macau Peninsula and is directly connected to the luxury retail shopping complex, One Central.

MGM COTAI is the latest integrated resort of MGM in China. Designed as the "jewelry box" of Cotai, it offers approximately 1,400 hotel rooms and suites, Asia's first dynamic theater, meeting space, high end spa, retail offerings and food and beverage outlets as well as the first international Mansion at MGM for the ultimate luxury experience. The Spectacle at MGM COTAI becomes the record holder of the largest free-span gridshell glazed roof (self-supporting) on January 19, 2019, making it the first architectural and structural GUINNESS WORLD RECORDS™ title for Macau, China. MGM COTAI is being developed to drive greater product diversification and bring more advanced and innovative forms of entertainment to Macau as it grows as a global tourist destination. MGM COTAI is the only mega complex and hotel in Macau to gain three-star certification in both Green Building Design and Operation Label, as well as the first hotel in the Greater Bay Area and second in Greater China to receive the certifications.

MGM China is majority owned by MGM Resorts International (NYSE: MGM) one of the world's leading global hospitality companies, operating a portfolio of destination resort brands including Bellagio, ARIA, MGM Grand, Mandalay Bay and Park MGM. For more information about MGM Resorts International, visit the Company's website at [www.mgmresorts.com](http://www.mgmresorts.com).



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