



MGM and MGTO Continue Partnership to Host “Macao Courtesy Campaign” Training Seminar

Empowering Tourism Practitioners with Multicultural Knowledge to Elevate Macau’s Global Image

In support of the Macao SAR Government’s goal to expand the international tourist market, the “1+4” economic diversification strategy, and the Macao Government Tourism Office’s (MGTO) “Macao Courtesy Campaign”, MGM collaborated with MGTO to organize a training seminar today (November 5) at the Grand Ballroom of MGM MACAU. The theme of the seminar is the expansion of international tourist markets. Earlier this year, the two parties launched the “Macao Welcomes You” Training Programs for International Guests and the “Together We Deliver Exceptional Hospitality as Tourism Ambassadors” Training Series. This seminar is the third event in the joint training series for 2024. MGM remains committed to working with government departments and the community to provide engaging training programs for the general public. Through organizing these events, MGM aims to cultivate a culture of hospitality and contribute to making Macao a courteous city, while holding such events could support sustainable, high-quality tourism development.

Distinguished guests of today’s seminar are **Helena de Senna Fernandes**, Director of the MGTO, **Cheng Wai Tong**, Deputy Director of the MGTO; **Guo Xiaohui**, Director of the Department of Economic Affairs of the Liaison Office of the Central People’s Government in the Macao SAR; Dr **Iwan Dietschi**, Senior Vice President of Hospitality of MGM, and **Francis Tan**, Vice President of Learning & Talent Management of MGM. Representatives from the Assessment Committee of the Quality Tourism Services Accreditation Scheme, professionals from the tourism and other related sectors, local university faculty and students, as well as over 200 MGM team members attended the seminar.

MGTO Director Maria Helena de Senna Fernandes said at the event, “The needs of travelers and the tourism landscape in Macau are constantly evolving. The two sessions of today’s seminar will focus on the consumption behavior of tourists from different regions in mainland China and the needs of Muslim travelers. The aim is to enable the tourism industry to provide customized services and develop amenities for emerging visitor markets. We hope that you will continue to support the ‘Macao Courtesy Campaign’, work together to enhance Macau’s international image, and further polish Macao’s ‘golden business card’ as an international metropolis.”



Dr. Iwan Dietschi, Senior Vice President of Hospitality of MGM, said: “As tourism practitioners, we are all ‘tourism ambassadors’. To fulfill this important role, we have to provide exceptional services to our guests. This is not only our responsibility, but also reflects our identity as residents of Macau, a world-class tourism and leisure destination. MGM is honored to work with MGTO continuously to provide training programs like this seminar. We hope that today’s event will deepen participants’ understanding of different cultures and prepare them to welcome international visitors.”

The speakers who spoke at the seminar were **Matthew Liu**, Director of the Centre for Continuing Education and Professor at the Faculty of Business Administration of the University of Macau (UM), and **Sharifa Leung**, Managing Director of 3 Hani Enterprises Limited. Liu spoke on “Enhancing Traditional Customer Experience: Consumption Preferences and Regional Differences Among Chinese Tourists”, in which he analyzed the unique consumption habits of tourists from different regions in China and how to better cater to them. Leung’s talk, titled “Strategic Development of Emerging Markets: Muslim-Friendly Restaurants and Establishments”, explored the dietary preferences in Muslim communities and highlighted the key features of restaurants that cater to Muslim diners. This seminar provided participants with valuable insights into understanding the preferences of Chinese tourists and the specific needs of Muslim travelers.

The supporting units of the training series included Municipal Affairs Bureau, Consumer Council, Macao Hotel Association, United Association of Food and Beverage Merchants of Macao, Association of Macao Small and Medium Enterprises of Catering, Association of Macao Tourist Agents, Macao Travel Agency Association, Travel Industry Council of Macau, Macao Federation of Trade Unions, General Union of Neighbourhood Associations of Macau, Women's General Association of Macau, Macao Chamber of Commerce, Industrial Association of Macau, Industry and Commerce Association of Macau, Industry and Commerce Association of Macau Northern District, Industry and Commerce Association of Macau Central and Southern District, Industry and Commerce Association of Macau ZAPE, Industry and Commerce Federation of Islands of Macao, Macao Association of Taxi, Macao Hoteliers & Innkeepers Association, Chinese Educators’ Association of Macau, Macao Catholic Schools Association, Macao Civil Service Education Association, General Association of Chinese Students of Macau, UM, Macao Polytechnic University, Macao University of Tourism, Macao University of Science and Technology, City University of Macau, University of Saint Joseph, Macao Institute of Management, Kiang Wu Nursing College of Macau, and Macao Millennium College (The supporting units’ names are arranged in no particular order).



In addition, MGM and MGTO launched the “Macao Tourism Courtesy Short Video Contest” earlier this year. As part of the training series, the contest was designed to encourage young people to create original short videos highlighting the attractiveness of Macau. Participants were also able to learn more about the tourism industry during the competition. Stay tuned as the results of the competition will be announced on 23 November!

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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.

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