



## **MGM Organizes Familiarization Trip for Korean Travel Industry to Experience Macau's Diverse Tourism Development**

*Invite Korean Industry Professionals to Experience Macau's "Tourism+" Appeal  
Stepping Up Efforts to Expand Northeast Asian Source Markets*

MGM has always stayed proactive in expanding foreign tourist source markets, in alignment with the initiatives of Macao SAR. To further augment its efforts in developing overseas tourist markets, MGM has organized a 4-day familiarization Macau trip for Korean travel trade representatives from March 4 to 7. This marks the Company's first post-pandemic tour designated for Korean tourism professionals, including MICE agents, airline representatives and media. Throughout the tour, the Korean delegation has experienced MGM's hospitality, MICE facilities as well as arts and culture offerings. Besides, they boarded MGM's "Macau Cruise", which took them to traverse various heritage sites of Macau and explore the Barra District.

The objective of the familiarization trip is to enable Korean travel experts to enjoy Macau's kaleidoscope of "Tourism+" offerings with an aim to entice more Korean tourists to visit Macau. These endeavors are conducive to further deepening the city's presence in the Northeast Asian market and cementing Macau's position as a world-class destination with diversified experiences.

A dedicated welcome dinner took place at the Vista of MGM COTAI. Attending VIPs include: **Maria Helena De Senna Fernandes**, Director of the Macao Government Tourism Office (MGTO); **Elaine Wong**, Executive Director of Board of Directors of the Macao Trade and Investment Promotion Institute (IPIM); **Dr. Iwan Dietschi**, Senior Vice President of Hospitality of MGM; **Irene Wong**, Senior Vice President of Public & Community Relations of MGM; **Cindy Lui**, Assistant Vice President of Resort Sales of MGM; and a total of 15 Korean travel industry delegates. To showcase MGM's exceptional hospitality in welcoming Korean guests, the Company invited Tony Yoo, Korea's first Michelin-starred chef as well as Chef Advocate for the Republic of Korea at the U.N. World Food Programme, to curate a special menu for the welcome dinner. The evening also featured enlivening performances of Portuguese traditional folk dance and live music, respectively by a renowned local dance group "Associação de Danças e Cantares Portugueses "Macau no Coração" and music band "The Trio", for Korean guests to have a tangible taste of Macau's rich cultural heritage.

**Dr. Iwan Dietschi, Senior Vice President of Hospitality of MGM**, said "MGM has endeavored to expand foreign tourist source markets. Korea stands as our top priority as it was the largest international visitor market to Macau in 2019. To amplify our outreach across Korea, MGM participated in the MGTO mega roadshow in Seoul last year, where we



launched special promotions and has successfully drawn Korean guests to spend the Mid-Autumn Festival in Macau. With our sales office opened in Korea last year, it came to our first Korean familiarization trip in the past four years. Through this event, we aim to deepen travel industry relations between Korea and Macau, and account on the media influence to captivate more Korean tourists with Macau's 'Tourism+' allure. Moving ahead, MGM will continue to expand our international network by setting up new sales offices in Malaysia, Jakarta, Bangkok and Singapore, making Macau one of the top-of-mind destinations for Asian tourists."

Representative from Korean MICE industry, **Ms. Jeong Hoe Jeong of PINCOK Trabiz** said, "I am delighted to be invited by MGM to join this familiarization trip, which allows me to re-discover Macau's tourism positioning and strength. Macau is a destination with immense development potential, and its tourism industry is rapidly advancing, driven by vibrant cross-industry collaborations. I am inspired that MGM has actively contributed to city revitalization projects to achieve a more sustainable development. Macau's rich cultural tourism resources are expected to have a strong appeal to Korean tourists. I hope MICE representatives of Macau and Korea would work closer to explore collaboration opportunities and jointly propel the sector forward."

MGM has arranged a series of experiential activities for the familiarization trip, enabling Korean delegates to learn about MGM's pioneering endeavors in cultural tourism. They include a visit to the MGM Theater, with participants fascinated by its cutting-edge technology empowered by a 28 million-pixel, ultra-large LED screen and flexible layout. Guided by MGM art docents, Korean representatives also experienced the Company's distinct arts and cultural offerings which capture MGM's originality and innovative spirit.

The delegation from Korea has also toured around town to explore Macau's heritage attractions. MGM arranged "Macau Cruise" for delegates to embark on a distinguished cultural journey – which allowed them to traverse Barra and Coloane by sea with ease, and subsequently went on an in-depth city walk tour to discover the charm of A-Ma Temple, Macau's UNESCO World Heritage site, as well as Navy Yard No. 1 & 2 of Barra District to gain knowledge of MGM's community revitalization efforts.

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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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