

**mipim**<sup>®</sup>

# MIPIIM 2025

## Hotel & Tourism Focus

March 10th – 14th 2025

Palais des Festivals, Cannes

Built by  
**RX** In the business of  
building businesses

# ► What is MIPIM?

In crafting a unique urban festival during 4 days in Cannes, MIPIM influences and accelerates the transformation of the built environment.

MIPIM is a catalyst for concrete solutions, combining face-to-face discussions, thought leadership, development opportunities and global capital to drive change.

We connect and inspire the international real estate community to create more sustainable, liveable and prosperous places for all.

20,000+

PARTICIPANTS

500+

Speakers on stage

>50%

DIRECTORS AND  
C-LEVEL ATTENDEES

6,500

INVESTORS

2,500

EXHIBITING COMPANIES

90+

COUNTRIES

# ▶ Delegate split by activity

**INVESTORS & FINANCIAL INSTITUTIONS**

**30%**

**LOCAL AUTHORITIES**

**5%**

**GENERAL BUSINESS SERVICES**

(Lawyers, consultants, Accountant & Audit, Marketing agencies)

**14%**

**REAL ESTATE BUSINESS SERVICES**  
(brokers, architects, facility managers, constructors)

**22%**

**OTHERS**

(technology & solution providers, academics, users, journalists...)

**14%**

**DEVELOPERS & OPERATORS**

**15%**



# Why Hotel & Tourism matters at MIPIM

The **hotel and tourism industry** is vital to real estate, driving revenue, urban development, diversification, and numerous other opportunities and advantages. It attracts **significant investment** and **international interest**.

What began as a niche at MIPIM has now become **a primary focus**, drawing an increasing number of key players each year to **network and create opportunities**.

## FASTEST GROWING SEGMENT OF MIPIM

1000+

KEY PLAYERS FROM THE HOTEL,  
TOURISM & INVESTMENT SECTOR

>75%

DIRECTORS AND  
C-LEVEL ATTENDEES

+400

ATTENDEES AT CONFERENCES  
AND NETWORKING EVENTS

+30

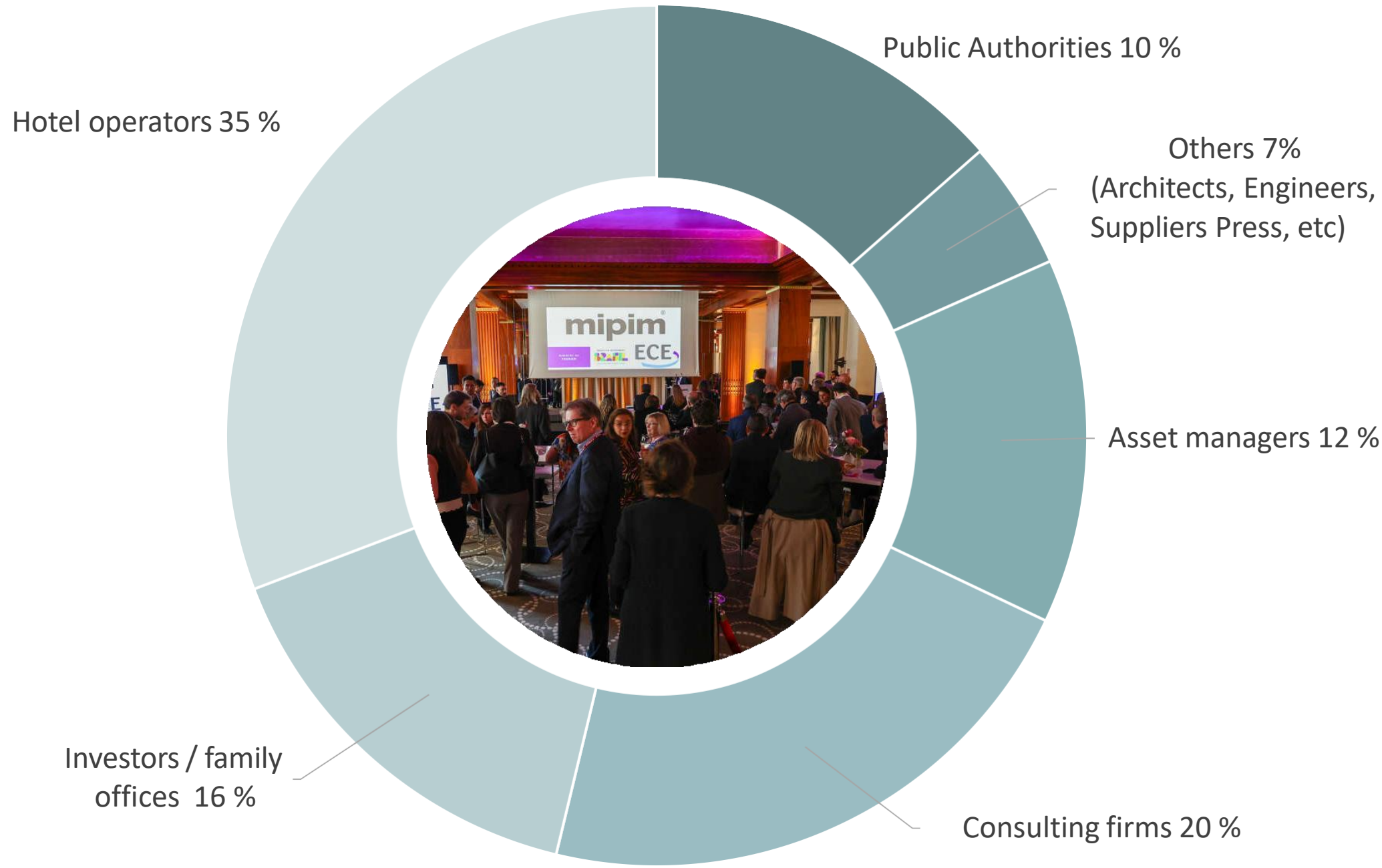
COUNTRIES REPRESENTED

+20

EXHIBITORS

# Hotel & Tourism events participants at MIPIM

## Delegate split by activity in 2024



### Top 10 countries (out of 33)

1. France
2. UK
3. Germany
4. USA
5. Italy
6. Denmark
7. Belgium
8. UAE
9. Spain
10. Poland

### 3 new countries

- Benin
- Canada
- Saudi Arabia



# New Location for Hotel & Tourism at MIPIM

## Croisette Tent – Plage Jean Macé – “HTL Connection”

A new zone representative of the industry  
A new prestige at MIPIM  
A new focus

A new zone designed for premium exhibition offers and  
an excellent place for networking purposes





# Overview - MIPIM Hotel & Tourism program - 2025

## Croisette Tent – Plage Jean Macé – “HTL Connection”

1. A dedicated area at the entrance of the croisette with:



**Packaged stands (All included + decoration)**

- Premium offer (25 sqm)
- Deluxe offer (15-18 sqm)
- Standard offer (9sqm)

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2. A conference stage with a daily program:



- **Day 1** (Specific topic)
- **Day 2** (Specific topic)
- **Day 3** Hospitality & Tourism Networking Lunch with over 200 participants

# **CONTENT & NETWORKING**



# Focused content

## The booming H&T industry impact on the RE Sector

Daily conference program with a daily  
sponsorship offer

Official MIPIM conferences sponsor

Partner Conference (Organise your own session)

### Daily topic examples (TBC)

Day 1 & Day 2: Repurpose in the H&T industry, the  
investment climate, Investment trends, hybridation of the  
Hospitality asset itself, impact on cities and emerging  
locations





# Sponsorship offers

## Speaking opportunities + ultimate visibility

Daily **Official MIPIM** conference program sponsor  
(2h session inside the zone with +75 sits)

- **2 speaking opportunities** on two different topics
- **1 Partner conference:** organize your own session additionally
- **2 MIPIM badges**
- **Online visibility** provided by MIPIM, logo on website, social media and on our webpage dedicated to the program of HTL Connection
- **Onsite visibility** inside the zone and in the MIPIM news magazine + MIPIM preview magazine
- **Membership in MIPIM's new advisory board** dedicated to HTL connection, co-designing the program and meeting several times during the year.





# Sponsorship offers

## Speaking opportunities + ultimate visibility

### Partner conference sponsorship

(45min/1h session, inside the zone with +75 sits)

- **Organize your own session on stage**, with your own topic and your own clients
- **2 MIPIM badges**
- **Online visibility** provided by MIPIM, logo on website and on our webpage dedicated to the program of HTL Connection
- **Onsite visibility** inside the zone and in the MIPIM news magazine
- **Your session will be integrated to the official program of MIPIM online and on printed materials**





# Premium networking events

## The yearly renown Hospitality & Tourism networking lunch (Day 3)

A unique opportunity to network and meet more than **200 experts** in one place. Held inside the HTL Connection tent.

Extend your reach and influence among leaders of the Hotel & tourism sector (**Hotel Groups, Investors, Developers**, key figures from the **public authorities** and many more decision makers)



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### Opportunities for sponsors:

- Welcome speech
- Promotional video & onsite visibility
- Possibility to supply branded materials and literature
- Promotion before the event with logo on MIPIM website, online tools, invitations and registration

### Benefits:

- Access to the list of participants
- 1 MIPIM Badge
- 10 invitations to the Lunch (for team and clients)



# Premium networking events

## Takeover the tent!

Host an **exclusive networking event**, either as a breakfast or an evening reception (after closing hours).

Expand your reach by inviting over 100 guests to your gathering on beach side at the **Plage Jean Macé**, offering them a **unique opportunity to connect** while enjoying **high-profile visibility**

**Sponsorship offer price on demand**

### Opportunities for sponsors:

- Promotion before the event via social media platforms
- Gathering added to the official program of MIPIM and in the MIPIM daily news
- Possibility to supply branded materials and literature

### Benefits:

- Access to the list of participants
- 1 MIPIM Badge





# Combine ALL IN ONE

## Global sponsorship of the HTL Connection program

Be the premier partner for HTL connection by MIPIM

### Global sponsorship

- **Opening Keynote + 2 speaking opportunities**, on **two** different days of the official program
- One **partner session**
- Co-sponsorship of the **Hospitality Lunch**
- **Online visibility** provided by MIPIM, logo on website, social media and on our webpage dedicated to the program of HTL Connection
- **Onsite visibility** inside the zone and in the MIPIM news magazine + MIPIM preview magazine
- **Membership in MIPIM's new advisory board** dedicated to HTL connection, co-designing the program and meeting several times during the year.





# EXHIBITION OFFERS

# Exhibit in the Hotel & Tourism tent at MIPIM

All stands come as turnkey solutions, fully decorated, registration fee and digital fee included in the package

- **4 badges** included in the stand offer

**3 offers with three different decorations packages\***

1. **Premium stand (25 sqm) with a 20sqm terrace (sea view)**
2. **Deluxe stand (12-15-18 sqm)**
3. **Standard stand (9sqm)**









# MIPIM 2025 Croisette – HTL Connection’s location







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Non contractual 3D models\*



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Thank you

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