

# The Global Urban Festival

Housing Matters! 9 March (Pre opening)

**9-13 March 2026**

Palais des Festivals, Cannes, France

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

**mipim**<sup>®</sup>

**WTL**  
CONNECTION  
by **mipim**<sup>®</sup>

# What is MIPIM?

**MIPIM influences and accelerates the transformation of the built environment by crafting a unique, week-long urban festival in Cannes.**

Here, face-to-face discussions, workshops and panels offer inspiration and thought-leadership, while creating opportunities to exchange experiences and drive business and professional growth.

As a reference point for the global real estate industry, MIPIM provides unique access to global capital and concrete solutions for making assets more sustainable and resilient in a rapidly changing world.

**20.000+**

PARTICIPANTS

**90+**

COUNTRIES

**5.000**

INVESTORS

**€ 4 *trillions***

ASSETS UNDER MANAGEMENT BY FUNDS AMONG THE  
WORLD'S TOP 100 PRESENT AT MIPIM 2025

**170**

CONFERENCES

**650+**

SPEAKERS

**2.300**

EXHIBITING COMPANIES

**343**

STANDS & PAVILIONS

# One year of business in one week

## EXHIBITION

Bring your business into the spotlight



## CONFERENCES

Get key insights to inspire and fuel your business, now and for long



## NETWORKING

Making connections against the elegant backdrop of Cannes



## MIPIM AWARDS

Celebrate the most visionary, sustainable and useful projects in the world



# ▶ 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%**

# Investors who attended *MIPIM 2025*

AEW / Ardian / Ares Management / AXA Investment Managers / Barings / BGO / BlackRock / Blackstone / Blue Owl Capital / BNP Paribas REIM / Bridge Industrial / Brookfield Asset Management / CBRE Investment Management / Clarion Partners / Credit Suisse Asset Management / DeA Capital Real Estate / DWS / Edmond de Rothschild REIM / EQT Exeter / Fiera Real Estate Investments / Gaw Capital / Greystar / Harrison Street Real Estate Capital / Hines / IGIS Asset Management / Ilmarinen Mutual Pension Insurance Company / Invesco Real Estate / J.P. Morgan Asset Management / KKR / Landmark Properties / LaSalle Investment Management / M&G Real Estate / Madison International Realty / Madison Realty Capital / MARK Capital Management / MetLife Investment Management / Morgan Stanley Real Estate Investing / Nuveen / PATRIZIA / PGIM Real Estate / PIMCO / Principal Real Estate Investors / Prologis / QuadReal Property Group / Realterm / Starwood Capital Group / StepStone Group Real Estate / Tishman Speyer Properties / UBS Asset Management / Vesteda / Walker & Dunlop Investment Partners

*“In the past 24 hours I’ve probably met more investors than I have in six months, because they’re all there”.*  
*Sadiq Khan, Mayor of London*



# HTL Connection, a new era for MIPIM

HTL Connection is a premium hospitality-dedicated platform at MIPIM, designed to bring together **global investors, hotel groups, operators, developers and ministries of tourism**. It offers a curated environment for high-value business meetings, thought-leadership sessions, and deal-making opportunities — all within a **dynamic, purpose-built venue** at the heart of the event.

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**.

## HTL CONNECTION IN NUMBERS AT MIPIM

+2000

VISITORS INSIDE OF THE TENT WITH 1850 UNIQUE VISITORS

>75%

DIRECTORS AND C-LEVEL ATTENDEES

+80

HOTEL, HOSPITALITY & TOURISM RELATED GROUPS REGISTERED

+60

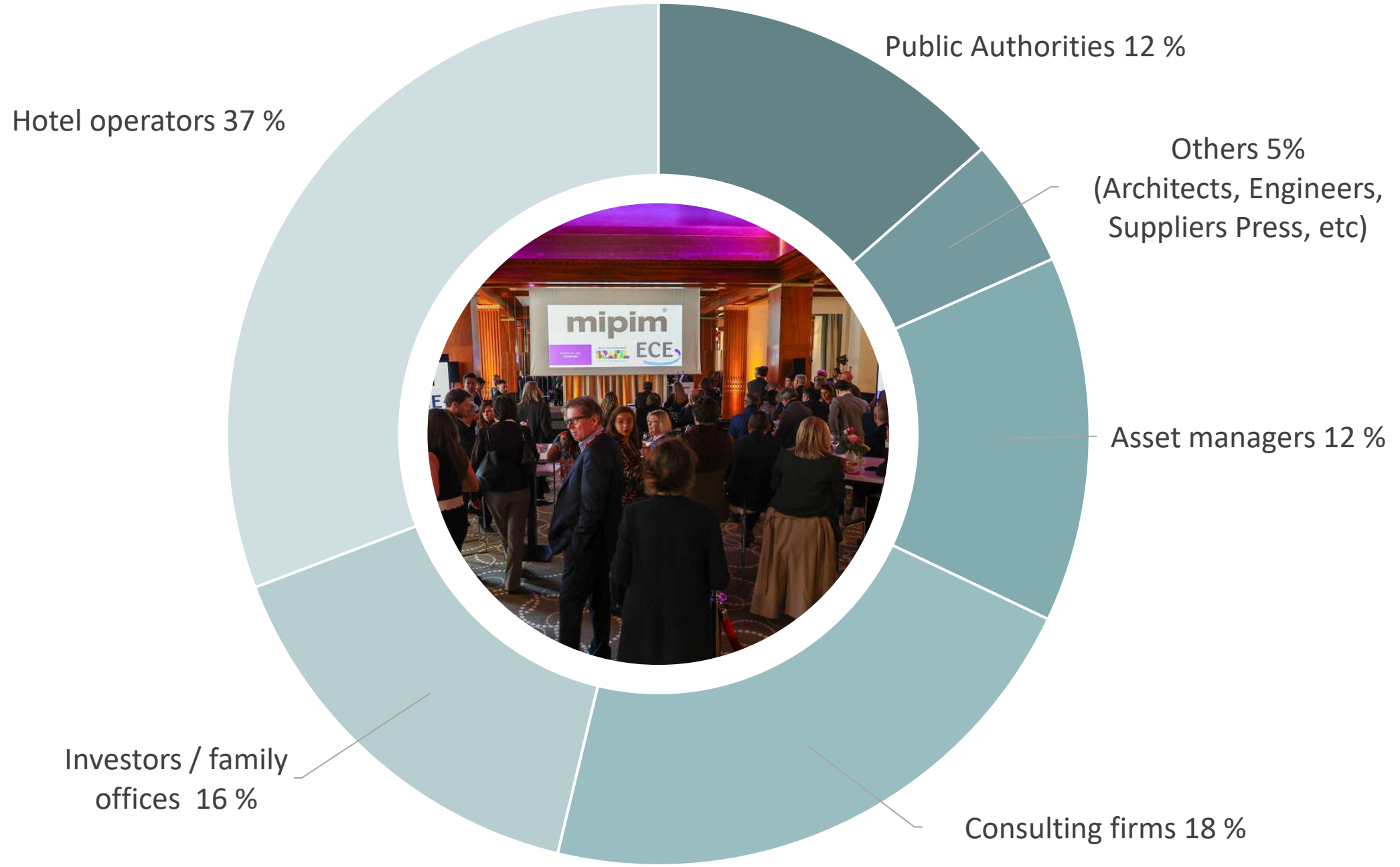
COUNTRIES REPRESENTED

+20

EXHIBITORS & SPONSORS

# Hotel & Tourism events participants at MIPIM

## Delegate split by activity in 2025



## Top 20 countries (out of 65)

1. France
2. The United Kingdom
3. Germany
4. Italy
5. Spain
6. Brazil
7. Belgium
8. Portugal
9. Switzerland
10. The United States
11. Greece
12. Canada
13. Luxembourg
14. Netherlands
15. Austria
16. The Philippines
17. Türkiye
18. Czechia
19. Sweden
20. Poland

# Premium beach location for Hotel & Tourism at MIPIM

## Croisette Tent – Plage Jean Macé – HTL Connection

A pavilion representative of the industry  
A prestige destination at MIPIM  
A focused platform for hospitality investment

Designed for premium exhibition offers and an excellent place for networking purposes



# Overview - MIPIM Hotel & Tourism program - 2026

## Croisette Tent – Plage Jean Macé – HTL Connection

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



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

- Premium offer (25-20 sqm)
- Deluxe offer (12 sqm)
- Standard offer (9sqm)

2. A conference stage with a daily program:



- **3 Days of conference and networking events ending with the traditional Hospitality & Tourism Networking Lunch with over 200 participants**

# Network with Hospitality & Tourism industry of MIPIM

Global sponsor



HTL Connection 2025 sponsors



Schindler

HTL Connection 2025 exhibitors



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# EXHIBITION OFFERS

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# Exhibit inside of HTL CONNECTION

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

- **4 badges** included in the stand offer (extra badges at 780 €/badge)

3 offers with three different decorations packages\*

1. **Premium stand (20 & 25 sqm) with a terrace (sea view)**

38 270 € - 46 900 €

2. **Deluxe stand (12 sqm)**

24 900 €

3. **Standard stand (9sqm)**

14 900 €



# New offer : The Lobby Club

## The Lobby Club

Your gateway into hospitality at MIPIM

A branded networking bar zone inside HTL Connection, ideal for:

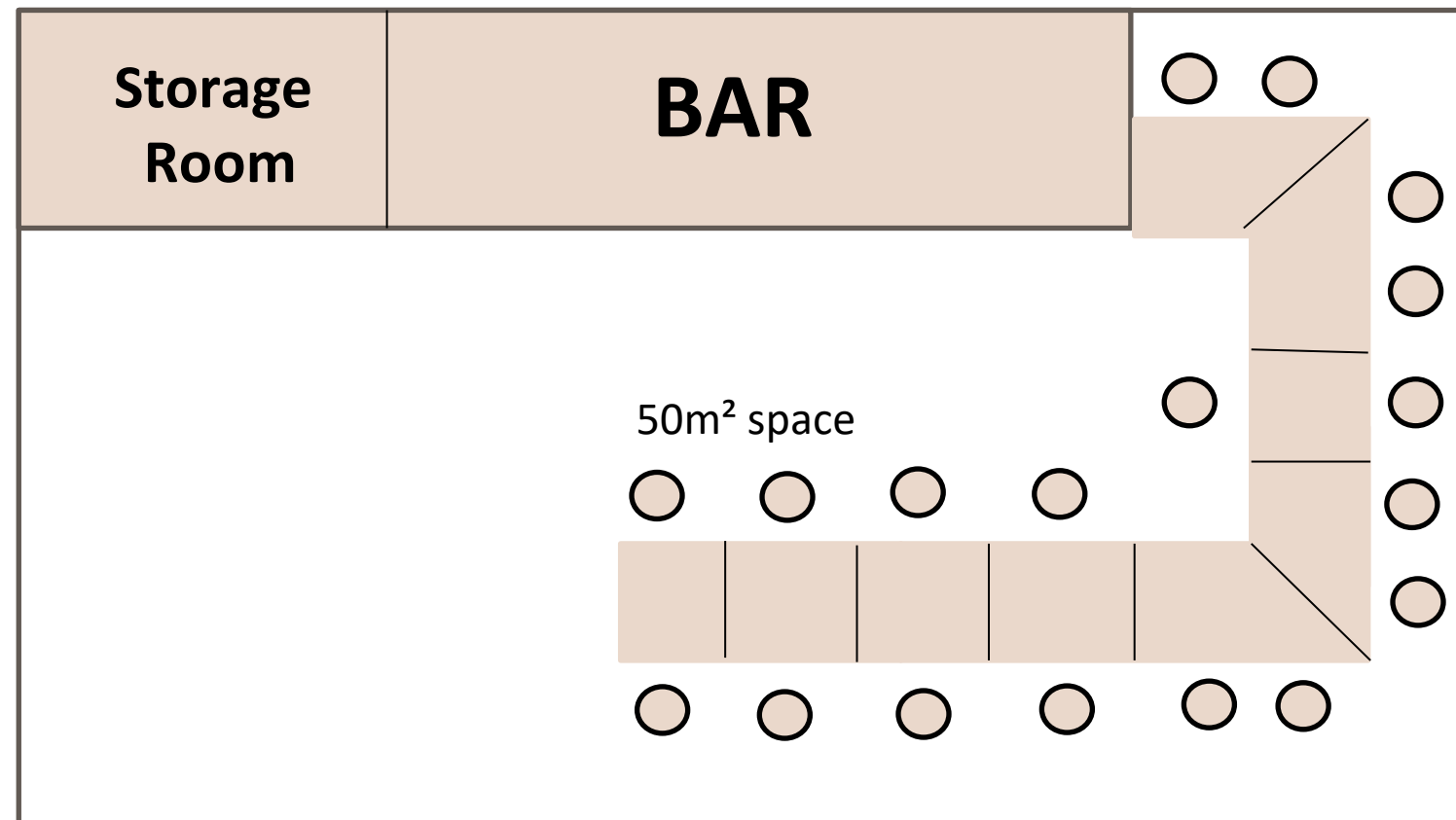
- **First-timers:** hassle-free visibility, ready-to-use branded desks
- **Palais exhibitors:** extend your presence near the beach, target hospitality deals

A High-traffic location with logo exposure & seamless access to top industry players

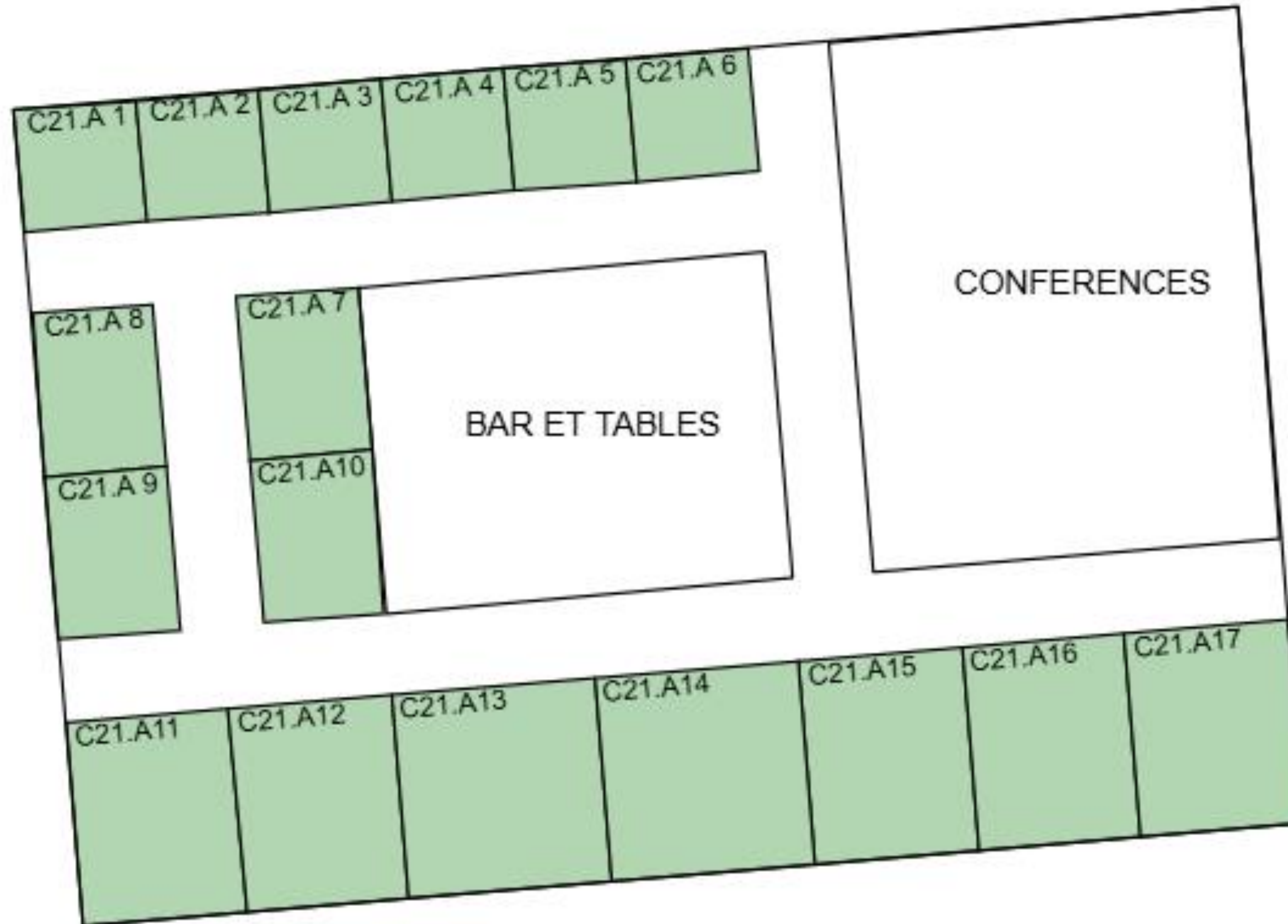
Simple. Premium. Visible.

**2 badges given with the desk (extra badges at full price)**

**Pricing per spot 5 000 € (VAT Excl.)**



# Floorplan Layout



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# CONTENT & NETWORKING

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# Focused content

The Ripple Effect of Hospitality & Tourism on the Real Estate Sector

Daily conference program with sponsorship offers

**MIPIM – HTL Connection session sponsorship (1h session)**  
**15,600 € (VAT Excl.)**

**Partner Conference (Organise your own session) (1h session)**  
**13,500 € (VAT Excl.) per session**

**Daily topics discussed at MIPIM 2025:**

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



# 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.

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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Sponsorship offer price: **24 000 € (VAT Excl.)**

### 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
- 1 welcome speech of 2 minutes + 1 video of 2 minutes
- 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 50 guests to your gathering on beach side at the *Plage Jean Macé*, offering them a **unique opportunity to connect** while enjoying **high-profile visibility**



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### Sponsorship offer:

**Breakfast (50 People): 8 000 €**

**Cocktail (50 People): 10 000 €**

### 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

## Become HTL Connection's "Global PATRON"

Be the premier partner for HTL connection by  
MIPIM

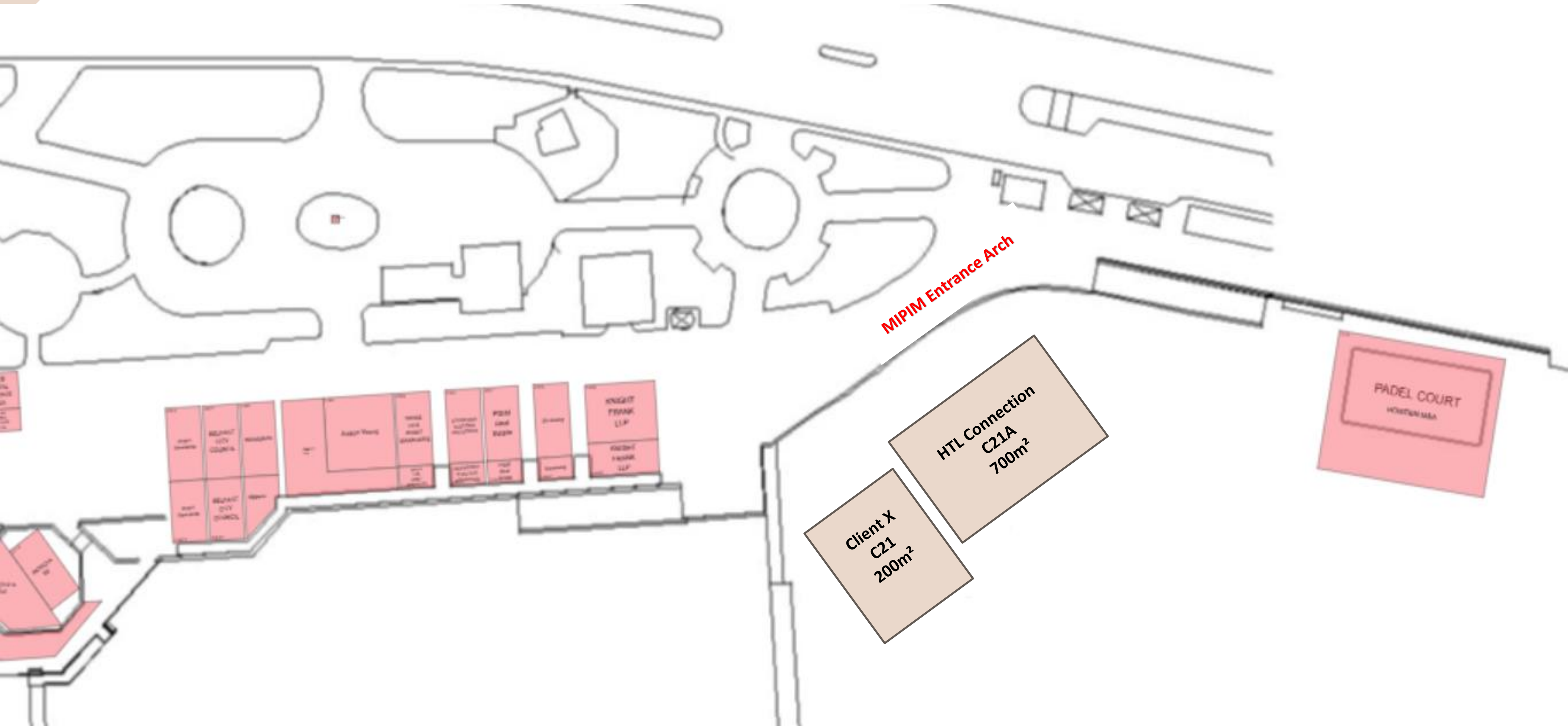
**Global sponsorship**  
50,000 € (VAT Excl.)

- **1 Speaking opportunity on stage during the official sessions of HTL Connection**
- **1 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
- **Possibility to write 2 articles** in our MIPIM World blog that will be promoted on MIPIM social networks
- **1 article** in the **MIPIM Preview Magazine** and in the **Daily News Magazine** distributed onsite
- **1 badge** for MIPIM Asia Summit In Hong Kong



# Planned expansion of the HTL Connection Tent

*New 700m<sup>2</sup> tent with terrace space*





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Thank you

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