

The Global Urban Festival

16-19 March 2027

Palais des Festivals, Cannes, France

Built by
RX In the business of
building businesses

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HTL
CONNECTION
by **mipim**[®]

MIPIM CONNECTS GLOBAL REAL ESTATE LEADERS ACROSS ASIA, THE MIDDLE EAST AND EUROPE

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The Global Urban **Festival**
15-19 March 2027 - Cannes, France

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MIDDLE EAST

Where GCC visions turn into real estate investment
20-21 Oct. 2026 - Riyadh, Saudi Arabia

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ASIA SUMMIT

The property leaders' summit in Asia Pacific
2-3 December 2026 - Hong-Kong

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

>80%

DIRECTORS AND
C-LEVEL ATTENDEES

90+

COUNTRIES

5.000

INVESTORS

€ 4 *trillions*

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

180+

CONFERENCES

660+

SPEAKERS

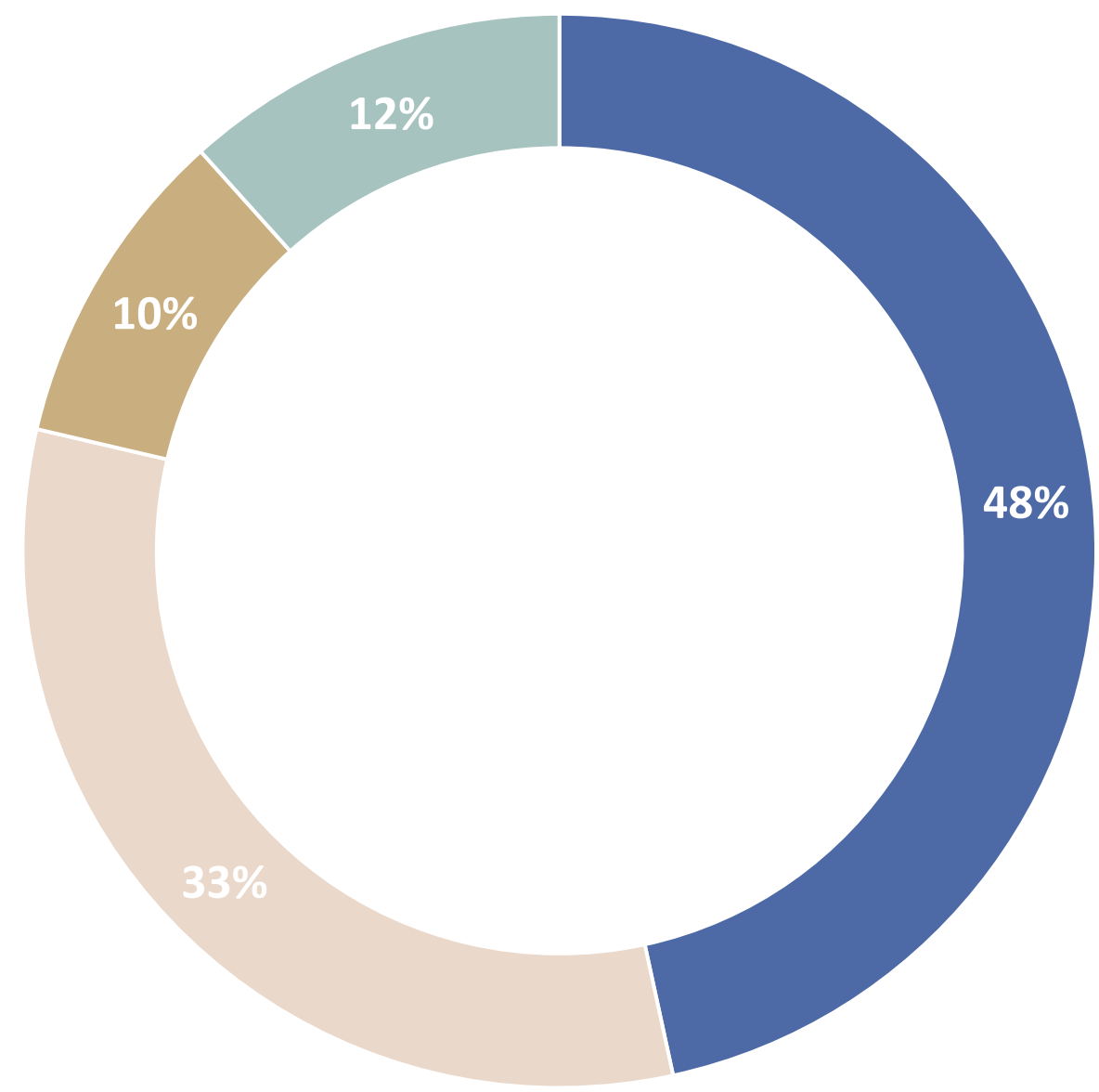
2.300

EXHIBITING COMPANIES

343

STANDS & PAVILIONS

81% executive-level delegates at MIPIM 2026



■ C-level ■ Director & Head of ■ Manager ■ Other

Top sector of interest What 2026 attendees came to discuss

- Residential
- Office
- Hospitality**
- Industrial / Logistics / Storage / Warehouse
- Retail
- Mixed Use
- Infrastructure / Public & private partnerships
- Data centers
- Land
- Medical / Healthcare

1 MIPIM WEEK = 1 YEAR OF BUSINESS

EXHIBITION

Bring your business into the spotlight



CONFERENCES

Get the insights that inspire and drive your business throughout the year.



NETWORKING

Making connections against the elegant backdrop of Cannes



MIPIM EVENTS

The Opening Night:
The must attend networking event
The MIPIM Awards: A celebration of the most visionary projects



INVESTORS ATTENDING MIPIM 2026

Abrdn, Abu Dhabi Investment Authority, Abu Dhabi Investment Council, AIMCo, APG, Aware Super, Axa IM Alts, AP Pension, AP2, Australian Super, Bayerische Versorgungskammer, Bouwinvest Real Estate Investors B.V., Cadillac Fairview / Ontario Teachers' Pension Plan, CDPQ, CNP Assurances, CPP Investments, Fidelidade Property Europe, GIC, Healthcare Of Ontario Pension Plan (HOOPP), Ilmarinen Mutual Pension Insurance Company, Investment Corporation of Dubai, KLP, Khazanah nasional, Korea Investment Corporation, Laegernes Pension, Oman Investment Authority, OTPP / Cadillac Fairview, P+, Pensionskassen for Akademikere, PBU, PFA Pension, PGGM, PIMCO Prime Real Estate, PSP Investments, Qatar Investment Authority, QuadReal, Redevco, Teacher Retirement System of Texas, Temasek, Varma Mutual Pension Insurance Company, Zurich Insurance, Blackstone Group, Brookfield Asset Management, MetLife Investment Management, PGIM Real Estate, Nuveen Real Estate, CBRE Investment Management, Swiss Life Asset Managers, GLP Capital Partners, UBS Asset Management, Hines, Invesco Real Estate, AEW Global, Prologis, DWS, BentallGreenOak, J.P. Morgan Asset Management, LaSalle Investment Management, Clarion Partners, Greystar, Tishman Speyer, Deka Immobilien Investment, Apollo Asset Management, Union Investment Real Estate, Goldman Sachs Asset Management, Credit Suisse Asset Management, Morgan Stanley Real Estate Investing, QuadReal Property Group, PATRIZIA, Amundi, Barings, abrdn, Ares Management, M&G Investments, Harrison Street Real Estate Capital, IGIS Asset Management, Generali Real Estate, BlackRock, Heimstaden AB and many more....

“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



MIPIM 2027

HOW WE'RE INCREASING YOUR RETURN ON INVESTMENT

The real estate industry is evolving — and so is MIPIM.

In 2027, MIPIM introduces a series of enhancements designed to create more business opportunities, attract new communities and deliver an even more valuable experience for exhibitors, sponsors and visitors. These developments build on the strengths of MIPIM while expanding its reach, improving the attendee experience and supporting long-term growth.



MIPIM IN THE CITY

Expanding the MIPIM ecosystem with new destinations, new communities and premium business environments across Cannes



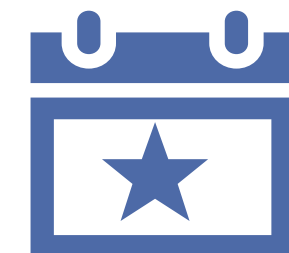
GROWING THE AUDIENCE

New visitor offers designed to attract additional decision-makers



SMARTER NETWORKING

A new generation of networking tools, including AI-powered recommendations, a redesigned app and an enhanced digital experience



AN ENHANCED PROGRAMME

A stronger event rhythm, including Housing Matters moving into Tuesday during the exhibition to maximise visibility and participation

Every enhancement has been designed to help our exhibitors connect with more capital, more decision-makers and more business opportunities.

Hospitality: A Strategic Focus of MIPIM, Brought to Life Through HTL Connection

Over the past few years, we have created a **premium hospitality platform at MIPIM**, bringing together global investors, hotel groups, operators, developers, branded residence leaders, public authorities and tourism ministries in a dedicated environment **designed to foster business, partnerships and innovation**.

Today, this platform delivers a curated experience combining high-value meetings, industry-leading content, networking opportunities and deal-making, all within a purpose-built venue **at the heart of MIPIM**.

What started as a niche initiative has evolved into **one of MIPIM's strongest success stories**. Year after year, it has attracted an increasing number of influential industry leaders, establishing hospitality as a **core strategic pillar of MIPIM** and making HTL Connection the industry's annual meeting place for hospitality real estate.

HTL CONNECTION IN NUMBERS AT MIPIM

+2000

UNIQUE VISITORS INSIDE OF THE TENT

>75%

DIRECTORS AND C-LEVEL ATTENDEES

+80

HOTEL, HOSPITALITY & TOURISM RELATED GROUPS REGISTERED

+80

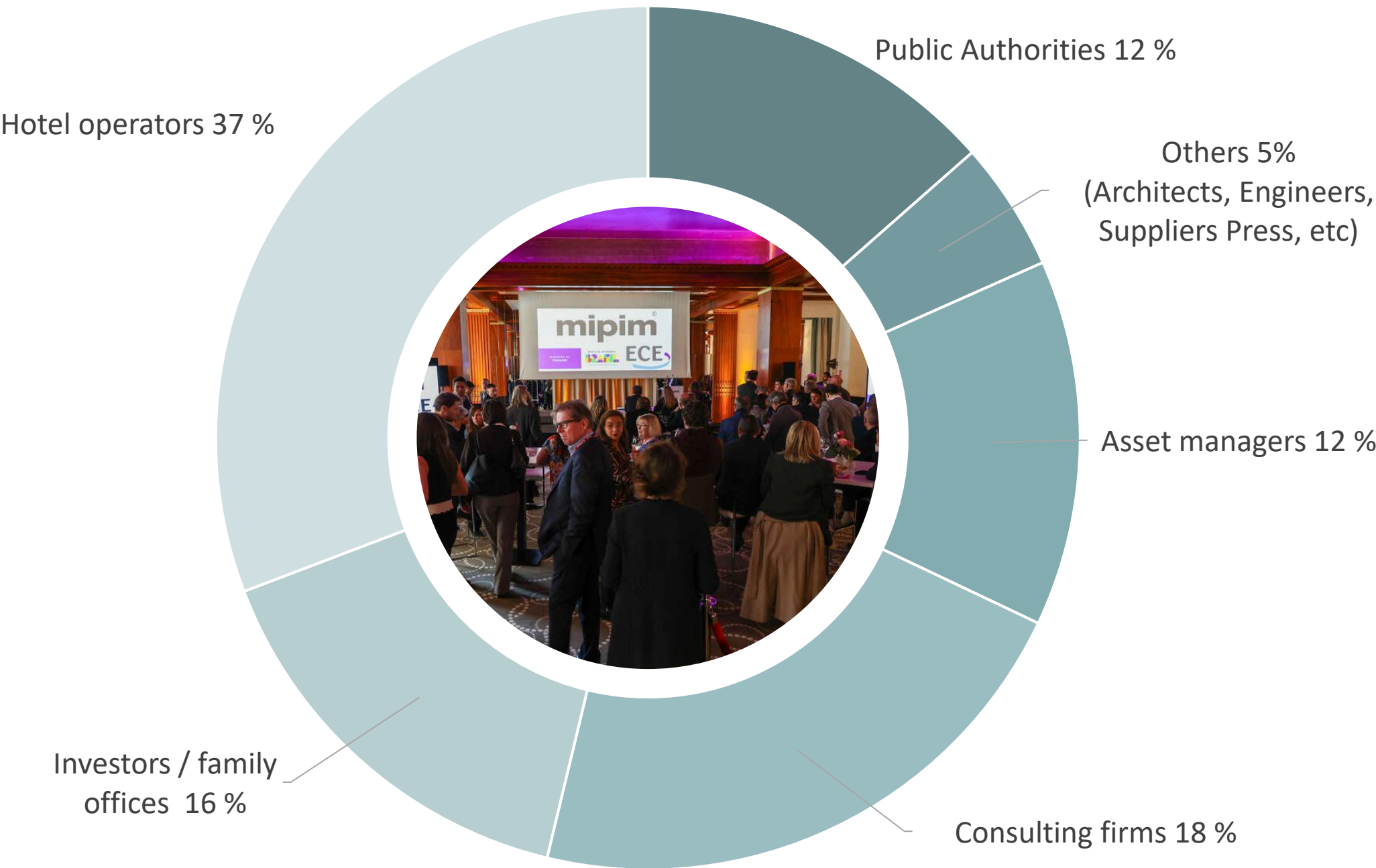
COUNTRIES REPRESENTED

+20

EXHIBITORS & SPONSORS

Hotel & Tourism events participants at MIPIM

Delegate split by activity



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 (20 sqm) + beach terrasse space
- Deluxe offer (12 sqm)
- Standard offer (9sqm)

2. A conference stage with a daily program:



- **3 Days** of conference and networking events

3. Premium networking event:



- Daily breakfast and cocktail in the tent
- Ending with the traditional **Hospitality & Tourism Networking Lunch** with over 200 participants

Network with the Hospitality & Tourism industry of MIPIM

They trusted us in 2026

Global sponsors

global sponsor

SwissLife
Asset Managers

HTL Focus global sponsor

HOTEL
101
GLOBAL

Sponsor

TECHNOGYM

Singapore
TOURISM
BOARD

IHG
HOTELS & RESORTS



HTL Connection exhibitors

ACCOR

ACOYA
LODGE & SPA

B&B
HOTELS

Club Med

DANUBIUS
HOTELS



ensana



Honotel

HYATT

Content partners

STR

CoStar



Marriott
INTERNATIONAL

RHG RADISSON
HOTEL GROUP

TUI



POHA HOUSE

SOHOMA

Louvre Hotels
GROUP



EXHIBITION OFFERS

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Position your brand at the heart of MIPIM's hospitality ecosystem

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

4 offers with 4 different decorations package

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

38 900 €

4 exhibitor badges (extra badges at 805 €/badge)

2. Deluxe stand (12 sqm)

26 900 €

4 exhibitor badges (extra badges at 805 €/badge)

3. Standard stand (9sqm)

15 900 €

4 exhibitor badges (extra badges at 805 €/badge)

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The Lobby Bar

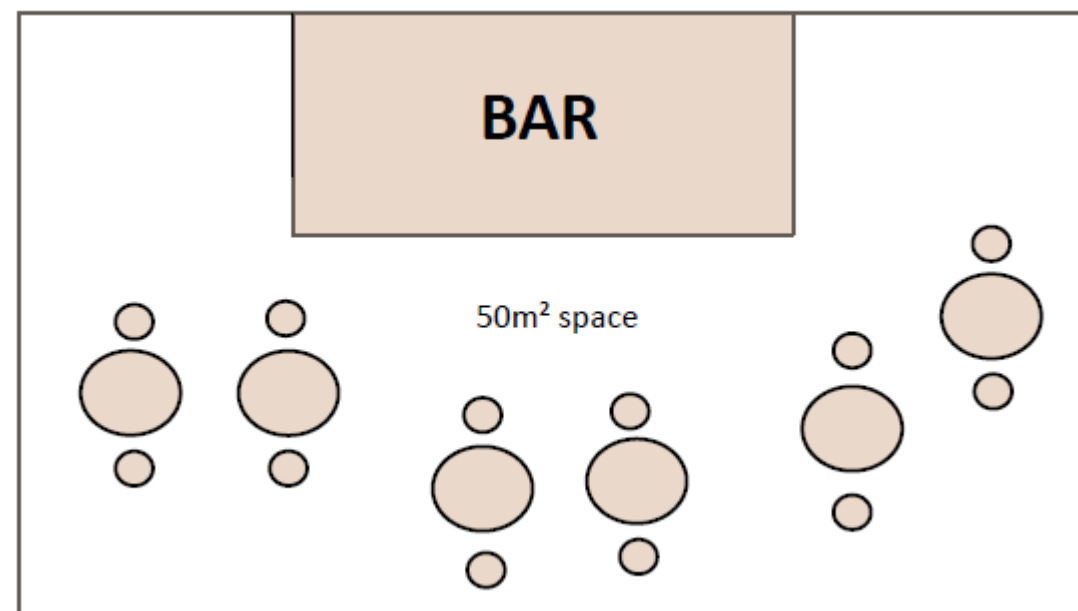
Your gateway into hospitality, tourism & Leisure at MIPIM.
A branded networking bar zone inside the Hospitality tent, ideal for:

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

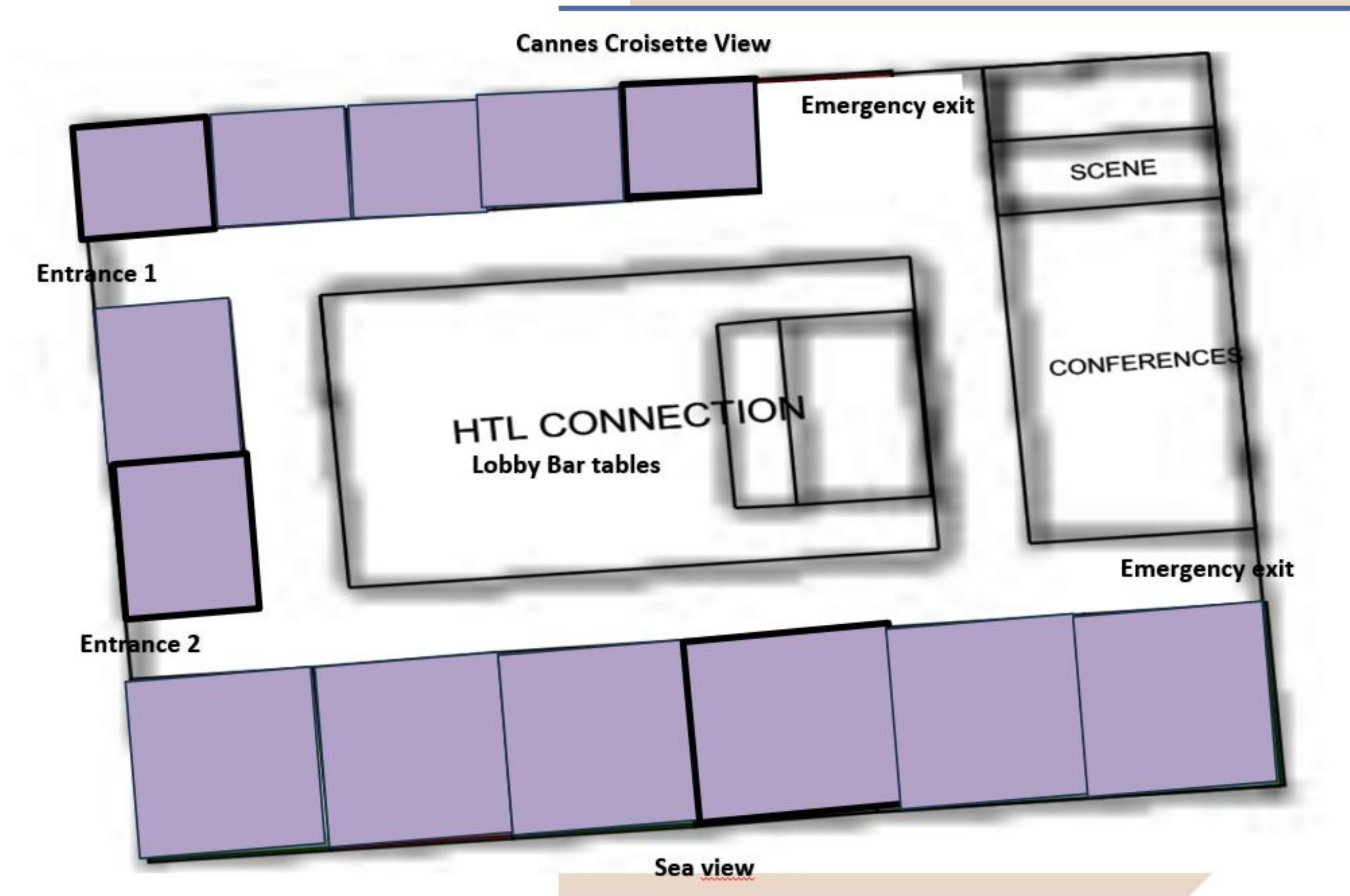
A High-traffic location with logo exposure & seamless access to top industry players

Simple. Premium. Visible.

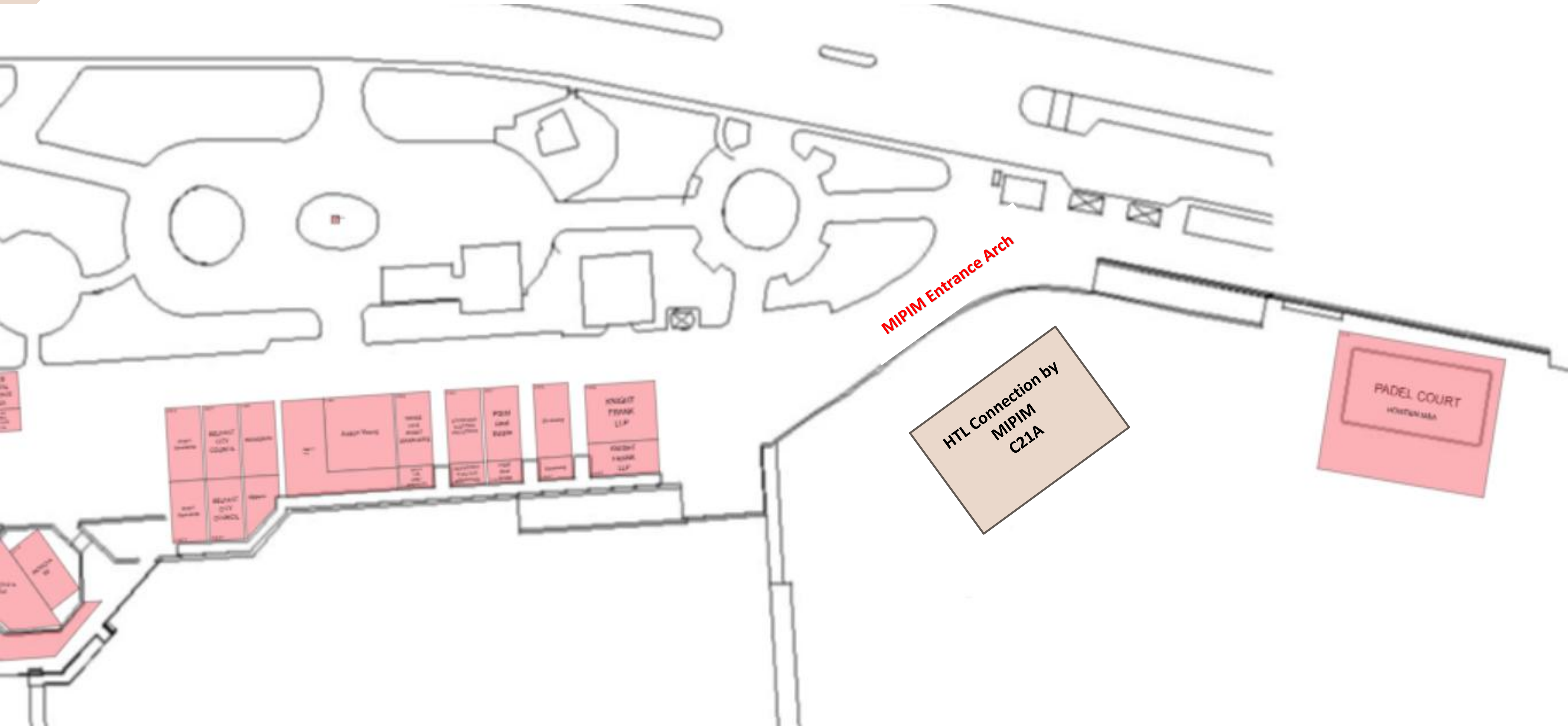
**6,500€ -Private table & 2 visitor badges included
(extra badges at full price)**



Floorplan Layout



New +500m² tent with terrace space



CONTENT & NETWORKING

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Focused content

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

Daily topics themed by STR and discussed in 2026:

- The return of business travel
- Hotel Development in the Resort & Leisure Segment
- Unlocking investment opportunities: Conversions Branded residences
- Branded residences attractive for investors
- Unlocking investment opportunities: Conversions Midscale and aparthotels



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)
16,300 € (VAT Excl.) (incl. 1 badge)

Partner Conference (Organise your own session) (1h session)
13,500 € (VAT Excl.) (incl. 2 badges)

Partner Conference (Organise your own session) (30 minutes session)
8 500 € (VAT Excl.)

Strategic Partner
25,000 € (VAT Excl.)

- Partner session 30min
- Session sponsorship
- Interview partner media
- Post LinkedIn
- Logo web/ onsite
- 2 Badges Mipim



Premium networking events

The yearly renown Hospitality & Tourism networking lunch (Day 3) at the Barrière Majestic Hotel in Cannes

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

Global Sponsorship

Put your brand at the heart of the global hospitality conversation.

Position your brand at the heart of MAPIC's hospitality and tourism community through a high-impact global sponsorship package designed to maximise visibility, influence and business opportunities.

Connect with hotel groups, investors, developers, public authorities and key decision-makers in one exclusive setting.



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Global Sponsorship offer:

Partner Session 1h

Session Sponsorship

Interview partner media

Post LinkedIn

Logo web/onsite

Your networking breakfast in the tent

Sponsor of the hospitality lunch at the Majestic

Opportunities for sponsors:

- Promotion before the event via social media platforms
- Full visibility and additional speaking opportunities

Benefits:

- Access to the list of participants
- 2 MIPIM Badge

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Thank you

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