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MIPIM 2025

Hotel & Tourism Focus

Palais des Festivals, Cannes

March 10th – 14th 2025

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

31%

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

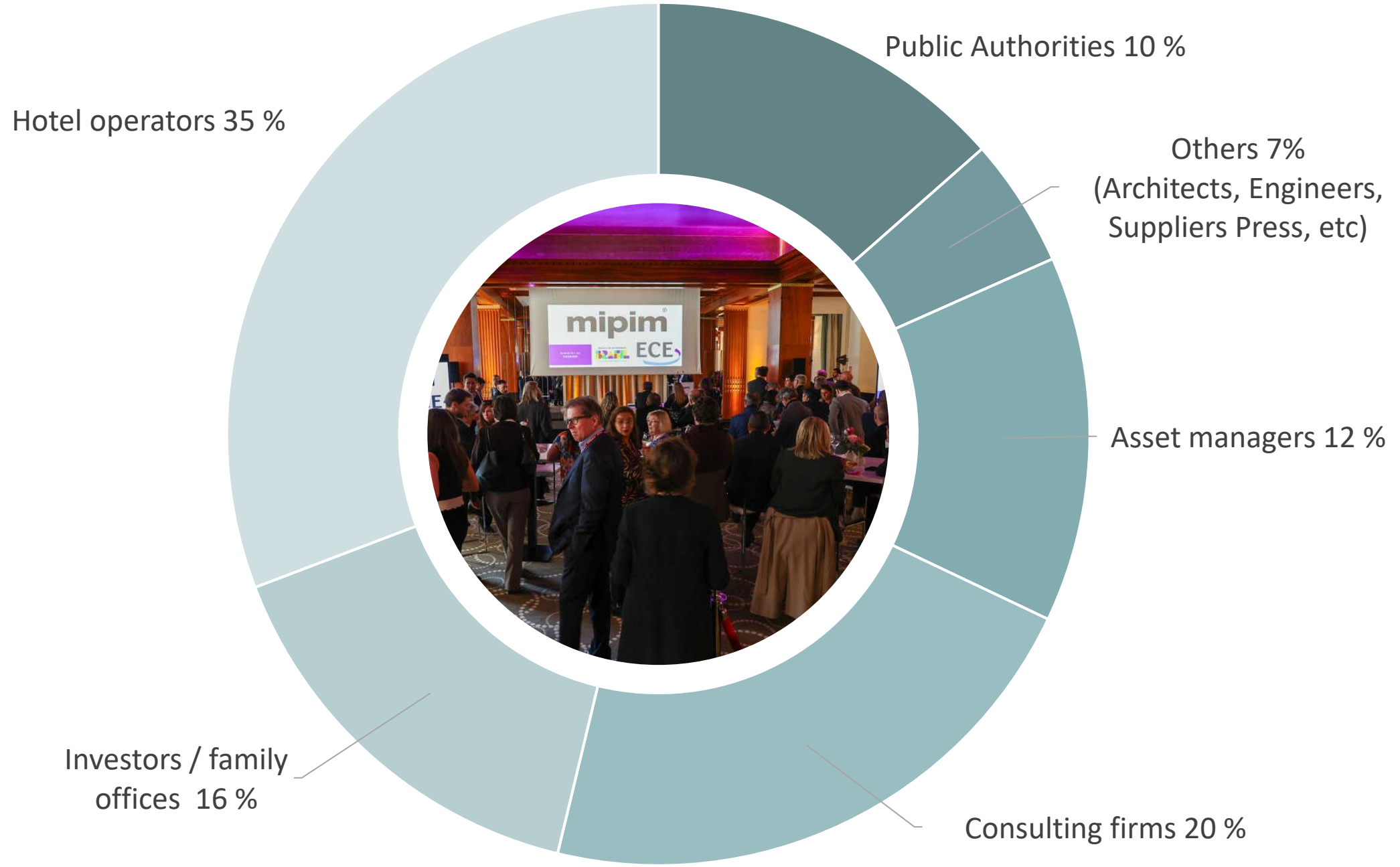
COUNTRIES REPRESENTED

+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

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 programme 2025

Croisette Tent – Plage Jean Macé

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 250+ people (At the Majestic Hotel (TBC))

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
19,000 € (VAT Excl.) per day

Partner Conference (Organise your own session)
12,800 € (VAT Excl.) per session

Daily topic examples (TBC)

Day 1: Repurpose in the H&T industry, Financing strategies,
Investment trends, Development strategies

Day 2: Mix Use concept , F&B, Digital nomads, Architecture,
Luxury Hospitality



Sponsorship offers

Speaking opportunities + ultimate visibility

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

19,000 € (VAT Excl.)

- **2 speaking opportunities** on two different topics
- **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)

12,800 € (VAT Excl.)

- **Organize your own session on stage**, with your own topic and you 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.

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 set at 20 000 € (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
- 10 invitations to the Lunch (for team and clients)
- Dedicated photograph

Combine ALL IN ONE

Global sponsorship of the HTL Connection program

Be the premier partner for HTL connection by MIPIM

Global sponsorship
50,000 € (VAT Excl.)

- **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 (extra badges at 760 €/badge)

3 offers with three different decorations packages*

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

45 000 €

2. **Deluxe stand (15-18 sqm)**

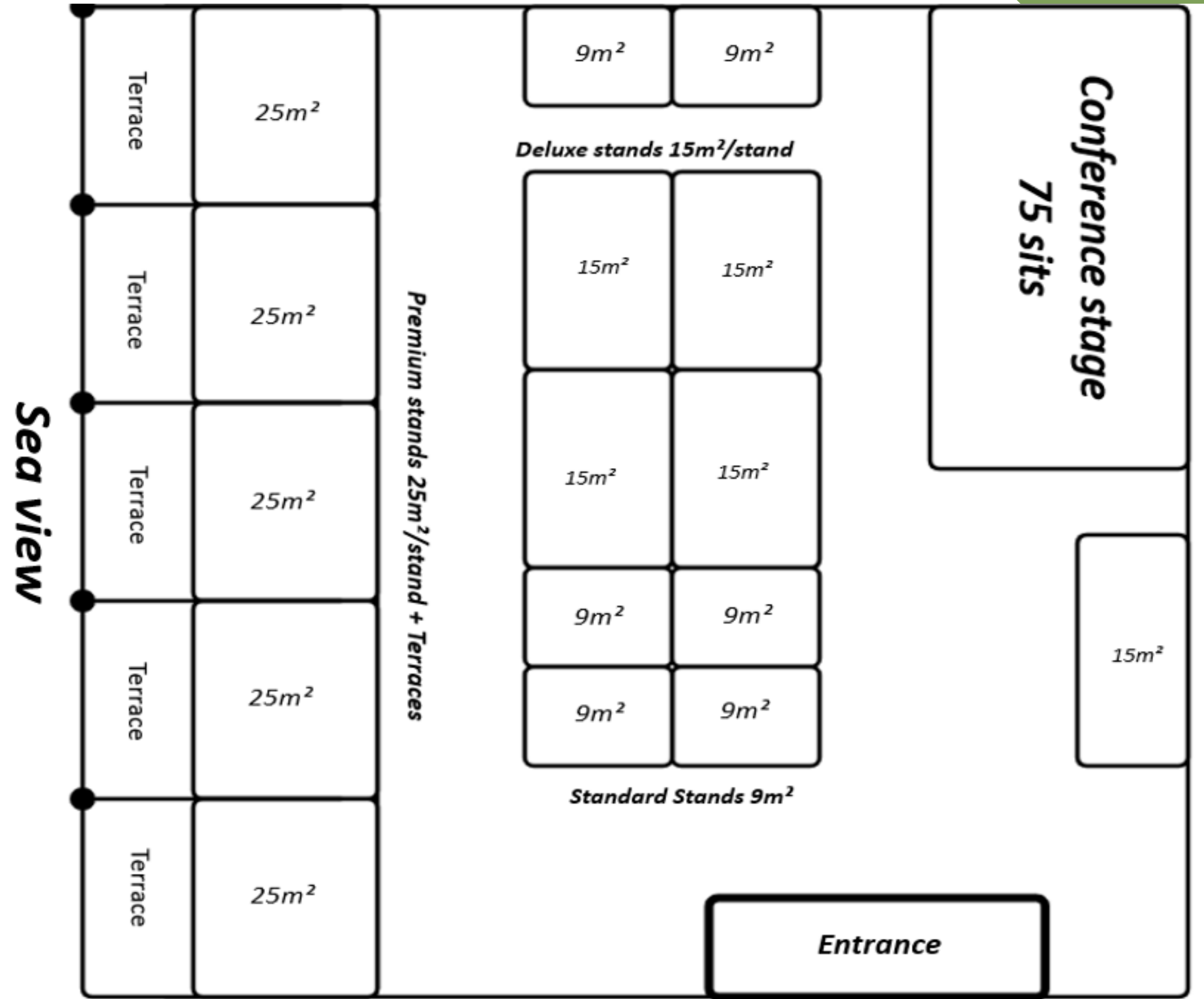
28 000 € - 33 000 €

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

14 000 €



**600 sqm Space:
500 SQM + 100 SQM
terrace space**



MIPIM 2025 Croisette Plage Jean Macé Location





Non contractual 3D models*

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Thank you

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