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MIPIM: 10-14 March 2025 - Palais des Festivals, Cannes

MIPIM 2025 launches a new dedicated hospitality, tourism & leisure hub reflecting the investment boom in the sector

HTL Connection will gather more than 1,000 hospitality experts on the Croisette representing over 3 million rooms

Hilton, Accor, BWH Best Western, Radisson, TUI, Clubmed, Limehome, B&B Hotels, EasyHotel, Rebel Investissement, Honotel and others have already confirmed their participation



Photo credit: © S. d'HALLOY / IMAGE&CO

Paris, 03 October 2024. With hotel transaction volumes hitting the highest level since 2019 and projections to **exceed** €20 billion by year-end in Europe, the hospitality sector is cemented as the most attractive asset in today's property market. To enable real estate players to take advantage of this sector, MIPIM, the global urban festival, is launching HTL Connection—a revamped platform for professionals in real estate, hospitality, tourism and leisure to connect, build partnerships and innovate. Far beyond recognising this trend, HTL Connection will actively drive growth and innovation in hospitality, helping the sector and its participants thrive.

Leading hotel groups representing over 3 million rooms have already confirmed their participation in 2025, including *Hilton, Accor, BWH Best Western, Radisson, TUI, Clubmed, Limehome, B&B Hotels, EasyHotel* and others. They will be joined by more than 1,000 key hotel and tourism experts. With demand soaring, the



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venue will be twice the size of the MIPIM hospitality zone in 2024 and is now over 90% booked.

HTL Connection will gather hotel groups, investors, developers, local authorities, and urban experts from all over the world. Set for the first time at the entrance of the Croisette, at the heart of the event, this reimagined platform will showcase the world's most prominent hotel projects within a premium 500 sqm space, offering an immersive 360° experience. Visitors will have access to expert insights, extensive networking opportunities, and industry-focused events that reflect the core of the hospitality sector.

In addition to the annual HTL Networking Lunch on Thursday, 13 March 2025, HTL Connection will host a three-day conference programme that will showcase hotel project pitches from global cities, providing valuable insights into capitalising on the most promising market opportunities. The event will also include evening receptions and cocktail gatherings hosted by exhibitors each night.

The conference and event schedule is co-organised with leading consultancy and market research firm MKG Consulting and curated by members of the Hotel & Tourism Advisory Board, including Philippe Bijaoui (Accor), Dieter Kornek (TUI), Charlotte Lazarus (Club Med), Yann Odile (Honotel), Vanguelis Panayotis (MKG), and Gwenaëlle Pouy (EasyHotel), who will share their insights and vision for the real estate, hospitality, and tourism markets.

Nicolas Kozubek, MIPIM Director, said:

"With European hotel transactions reaching a five-year high in the first half of this year, we recognised the need for MIPIM attendees from the hospitality, tourism, and leisure sectors to have a dedicated platform for deeper collaboration and innovation.

For the first time, we are introducing a 360° branded HTL hub, complete with a three-day conference programme at the heart of the exhibition area on La Croisette. HTL is not just a space but a comprehensive concept designed to foster partnerships and drive growth in these thriving industries.

MIPIM's unique audience of key decision-makers from over 90 countries ensures that the HTL Connection will be a dynamic space, fostering meaningful exchanges and showcasing innovations that can drive real change. With HTL Connection already almost sold out, it's clear that our clients are eager to be part of this exciting development at MIPIM 2025."

Philippe Bijaoui - Chief Development Officer at Accor

"We're thrilled by the continued growth of the hotel segment at MIPIM with this new dedicated HTL hub. If anything, this is another testament to the increasing interest for hospitality, which continues to be one of the most resilient real estate investments. We are looking forwards to exploring all the new opportunities that this augmented edition of MIPIM will bring!"



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Marine Janot - Vice President Development EMEA and Mathieu Sauvestre - Vice President Development Europe & Club Med Property at Club Med (operator of 70 resorts with 20,500 rooms worldwide)

"We are very excited to see the hotel sector grow at MIPIM with this new prime beach location. We're already looking forward to the next edition."

Philip Garbotz – Senior Manager Project & Dieter Kornek Head of Project Scouting at TUI

"MIPIM is a great place for us to connect with people and grow with our business."

Earlier in Autumn MIPIM launched its second MIPIM Challengers initiative, encouraging built environment professionals aged 30 and under to bring fresh ideas and new perspectives to the industry. Sixteen challengers, selected through an essay contest, will be invited to present their ideas to key real estate leaders at MIPIM 2025 in Cannes. Submissions are open on MIPIM [website](#) till 25 October 2024. The winners will be announced in December.

MIPIM is the world's premier real estate event that gathers the most influential players from all sectors of the international property industry. Over 20,000 delegates representing 90 countries attended MIPIM 2024, including 70% of the world's top 100 investment managers, managing over €4 trillion of assets.

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*Organised by Safi, a subsidiary of RX France and Ateliers d'Art de France

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*Note: Current market capitalisation can be found at <http://www.relx.com/investors>



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