



**13-16 March 2018 - Palais des Festivals, Cannes**

*Press release*

## **MIPIM 2018 announces bumper edition for hotel & tourism**

**Paris, January 31, 2018** – Rapid evolution in the hotel sector due to changing living habits and an increasing demand from a more urban, connected world population, means that hotel and tourism is booming at MIPIM. For its 2018 edition, the global property market will see striking new concepts mixed with industry bellwethers, alongside a number of countries setting up shop to attract investment in the sector.

Organised by Reed MIDEM, a subsidiary of Reed Exhibitions, MIPIM will take place in Cannes from March 13-16, 2018.

The MIPIM conference programme will host a variety of events including three main panel sessions, a hotel and tourism matchmaking session and an invitation-only hotel and tourism lunch, to generate as much networking and deal making as possible for attendees.

**Hotels with an urban view: room for innovation (March 15<sup>th</sup> at 10h00)**, is a stand-out conference session that will highlight those new hotel concepts opening to meet the demands of today's highly discerning globetrotters. Discussion range across co-living concepts to generator hostels, as well as new luxury hotel offerings, which are taking on a leaner, smarter look. Speakers confirmed: **Serge Trigano, President, Mama Shelter** (a hotel chain which creates and choreographs lively accommodation and restaurant facilities that are seen as true urban refuges); **Guy Nixon, Founder and Chief Executive, Go Native** (which provides serviced apartments in the UK for corporate executives and leisure travellers) and **Sharan Parischa, CEO, The Hoxton** (an open house hotel concept, inspired by the streets and scenes that surround them).

New exhibitors in the MIPIM hotel and tourism pavilion include **Tui Group, Clink Hostel, Tyd** and **Beds & Bars**. They will be exhibiting alongside returning key players **FMTG Development, Hyatt International, Meininger Holding, Melia Hotels International, Horwath Htl, Hilton Worldwide, Wyndham Hotel Group, Accorhotels, Easyhotel UK, Club Med** and **The Rezidor Hotel Group**. The hotel and tourism pavilion will also play host to a number of countries exhibiting to attract the attention of major hotel investors. They include first timers **Iceland** and **Turks and Caicos**, as well as returning delegations from the **Ministry of Tourism for the Dominican Republic** and the **Ministry of Tourism for Brazil**.

Another not-to-be-missed hotel and tourism session is **Investment: trends, analysis and insights: A look at the changing face of hotel investment (March 14<sup>th</sup> at 15h15)**. The panel session will hear from industry heavyweights including **John Ozinga, Chief Executive Officer, AccorInvest Group SA** about which markets are set to offer the best returns and how to uncover local specificities to help build a global portfolio.

*"If the hotel and tourism sector puts considerable importance on the customer experience to further growth, the real estate dimension remains essential," declares Ronan Vaspart, Director of MIPIM. "MIPIM is a platform where real estate professionals from across the spectrum reunite. Hotel professionals have been exhibiting in greater numbers year on year in the hotel and tourism pavilion at MIPIM and seizing the opportunities on offer in terms of visibility, networking and business transactions.*

**Find out more about MIPIM in our [pressroom](#).**

**About Reed MIDE M:**

*Founded in 1963, Reed MIDE M is an organiser of professional, international markets that are essential business platforms for key players in the sectors concerned. These sectors are MIPTV, MIPDOC, MIPCOM, MIPJUNIOR in Cannes, MIP China in Hangzhou and MIP Cancun in Mexico for the television and digital content industries; MIDE M in Cannes for music professionals; Esports BAR in Cannes and in Miami for the esports business; MIPIM in Cannes, MIPIM UK in London, MIPIM Asia Summit in Hong Kong, MIPIM PropTech Summit in New York and MIPIM PropTech Europe in Paris for the real estate industry; MAPIC in Cannes, MAPIC Russia in Moscow, MAPIC Italy in Milan, MAPIC China Summit in Shanghai and IRF brought by MAPIC in Mumbai for the retail real estate sector.*  
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