

# LeisurUp™

17-18 November 2020, Cannes

Press release

## Reed MIDEM to launch LeisurUp in November 2020

**Cannes, 13 November 2019** – Following the success of MAPIC Leisure Day 2019, Reed MIDEM has announced the launch of LeisurUp, a dedicated event welcoming the entire leisure industry in order to build vibrant live experiences for spaces and places.

LeisurUp is the new international two-day event for leisure professionals. It will take place on 17-18 November 2020 in a new exhibition area next to the Palais des Festivals in Cannes. The first LeisurUp will be collocated with MAPIC 2020 (18-20 November) and will include a dedicated exhibition area, conference programme and networking events. 2,500 participants are expected to attend this first edition.

“As the digital revolution has caused consumer behaviours to transform, customers are now craving experiences, conviviality, socialisation, education and new discoveries. Supporting prosperous leisure time will be a challenge for the entire property industry, as cities and districts have to become better places to live, work and play. At LeisurUp we are committed to implementing synergies between all players involved in this transformation”, explains Francesco Pupillo, Director of LeisurUp.

LeisurUp will welcome a wide range of participants in order to build unique, vibrant and lively experiences for places and spaces. They include:

### **Leisure operators**

- Active Entertainment (fitness, bowling, climbing, trampoline, skydiving, golf etc.)
- Small amusement parks & Family entertainment centres (edutainment, themed experiences, play centres), large amusement parks (waterparks, large theme parks)
- Immersive experiences (VR centres, escape rooms, flight simulators)
- Arts & Culture (museums, science centres, touring exhibitions)
- Live events & space activation, Cinemas
- Wellness (spas, saunas, hammam, massage)
- Other leisure (e-sports, karaoke)

### **Leisure destinations** (Retail places, hotels, cities, transit zones)

- Local & Public authorities
- Real Estate owners / developers
- Hotels & Resorts
- Airports, stations
- Consulting firms and brokers

### **Leisure suppliers & service providers**

- Designers, Leisure consultants, Architects

- Equipment: Active entertainment equipment, Playground, inflatables, Arcade Games/ Simulations, Spa & Wellness Equipment, VR solutions, AV equipment, Operation & Ticketing system / software, Water-Related Equipment, Large attraction
- Landscaping solutions (gardens, fountains, lighting)

#### **Brand owners**

- IP owners
- Retailers

**Find out more about LeisurUp on the website [leisurup.com](http://leisurup.com)**

#### **About Reed MIDEM:**

*Founded in 1963, Reed MIDEM 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; MIDEM in Cannes for music professionals; Esports BAR in Cannes and in Miami for the esports business; MIPIM in Cannes, MIPIM UK Summit in London, MIPIM Asia Summit in Hong Kong SAR, MIPIM PropTech NYC in New York, MIPIM PropTech Europe in Paris, MIPIM PropTech Asia in Hong Kong SAR for the tech and real estate industry; MAPIC in Cannes, MAPIC Russia in Moscow, MAPIC Italy and MAPIC Food in Milan, and MAPIC India in Mumbai for the retail real estate sector. [www.reedmidem.com](http://www.reedmidem.com)*

#### **About Reed Exhibitions:**

*Reed Exhibitions is the world's leading events organiser, with over 500 events in 30 countries. In 2018 Reed brought together over seven million event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 38 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of RELX Group, a global provider of information and analytics for professional and business customers across industries. [www.reedexpo.com](http://www.reedexpo.com)*

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