



**Press release**  
Paris, 21 June 2023

## Viparis and Accor renew their partnership to promote destination Paris

**Viparis**, the European leader in business tourism and the operator of 12 major event venues in the Île-de-France region, **has renewed its partnership with Accor**, the world leader in hospitality and the premier French hotel operator, **in a move to continue to reinforce its competitiveness, a collaboration that began in 2017.**

With Paris ranked third in the world and Europe as the host of 134 congresses as listed by the I'ICCA (International Congress and Convention Association), the renewal of this partnership will further increase the appeal of destination Paris for the organisation of international events. Viparis and Accor can thus together propose a comprehensive offering, with 12 event major event venues in the Île-de-France region, and up to 7,000 rooms available depending on the project.

Accommodation capacity remains a key differentiator in the global competition for the largest events, impacting all the stakeholders in the ecosystem: organisers, exhibitors, visitors, conference delegates, etc.

In 2022, the economic benefits generated by congresses in Paris and its surrounding region were worth an estimated 1.23 billion euros, compared with 724 million in 2021 and 1.47 billion in 2019 (source: Paris Convention and Visitors Bureau).

Backed up by their statuses as market leaders, the first phase of the partnership between Viparis and Accor from 2017 to 2023 was a categorical success, with more than 35 winning candidatures and bids.

“Renewing this partnership with Accor will enable us to offer an attractive and varied portfolio to conclusively make Paris one of the main global hosts of international events. With the upcoming Rugby World Cup in 2023 and the 2024 Paris Games, Viparis and Accor are teaming up to give even more reach and influence to destination Paris.”

Arnaud Burlin, CEO of Viparis

“We are delighted to renew this partnership between Accor and Viparis. It will help bring even more fluidity to the organisation of major events. With 12 major event venues in Île-de-France for Viparis and more than 450 hotels under the Accor brand in Paris and Île-de-France, this partnership offers genuine added value and enhances the appeal of destination Paris for the hosting of international events.”

Saskia Gentil, Senior Vice President Sales – Accor Europe and North Africa

### **About Viparis**

A joint-owned subsidiary of the Paris Île-de-France Chamber of Commerce and Industry and the Unibail-Rodamco-Westfield group, Viparis is the leading holder of congresses and exhibitions in Paris.

Operating 12 major event venues in the Paris region, Viparis strives every day to make its venues and service offering ever more efficient and flexible. Viparis has created the Guest Attitude dedicated to the well-being of its clients: a unique blend of prestigious venues and premium-quality services deployed for the benefit of its 11 million visitors (general public, professional visitors, spectators) and the 800 events hosted every year on its various sites (CNIT Forest, Espace Champerret, Espace Grande Arche, Hôtel Salomon de Rothschild, La Serre, Les Salles du Carrousel, Palais des Congrès d'Issy, Palais des Congrès de Paris, Paris Convention Centre, Paris Expo Porte de Versailles, Paris Le Bourget, Paris Nord Villepinte).

Viparis moreover encourages positive impact synergies between stakeholders in the event sector through French Event Booster, a unique sector-focussed innovation platform of which it is one of the co-founders. Furthermore, as part of its CSR strategy entitled Better Events 2030, Viparis is deploying actions across all its sites in the aim of reducing its impact and offering venues and services for responsible and value-creating events.

For further information, visit [Viparis.com](https://viparis.com), or join us and follow us on [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).

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### **About Accor**

[Accor](#) is a world-leading hospitality group offering experiences across more than 110 countries in 5,500 properties, 10,000 food & beverage venues, wellness facilities and flexible workspaces. The Group has one of the industry's most diverse hospitality ecosystems, encompassing more than 40 hotel brands from luxury to economy, as well as Lifestyle with Ennismore. Accor is committed to taking positive action in terms of business ethics & integrity, responsible tourism, sustainable development, community outreach, and diversity & inclusion. Founded in 1967, Accor SA is headquartered in France and publicly listed on Euronext Paris (ISIN: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States.

For more information, please visit [group.accor.com](https://group.accor.com) or follow us on [Twitter](#), [Facebook](#), [LinkedIn](#), [Instagram](#) and [TikTok](#)

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