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| **17% growth in 2018 and a positive outlook**  **for the four GL events group venues in Lyon**  **The** [**GL events**](http://www.gl-events.com/) **group’s four event venues in Lyon, united under the** [**Lyon for events**](https://www.lyonforevents.com/) **banner (Lyon Convention Centre, Eurexpo Lyon, La Sucrière, and event activities at Matmut Stadium Lyon Gerland) pursued their growth in 2018, with revenue reaching 54.3 M€, showing progression of nearly 17% with respect to 2016 (comparable year). These results confirm Lyon’s position as a major player for business tourism in Europe.**  **2018, new record driven by high-quality offering in Lyon**  In 2018, Lyon once again distinguished itself for its ability to handle major international events, with some clients holding their national venues exclusively in Lyon. With their **surface area representing over 170,000 sqm**, the four GL events venues in Lyon welcomed nearly **1.8 million visitors and more than 530 events,** including:   |  |  | | --- | --- | |  | **At Eurexpo Lyon**, the #1 French exhibition park outside Paris, ranked in the Top 14 of the leading exhibition centers in Europe ([EMECA](http://www.emeca.eu/)\* ranking): major trade fairs for professionals and the general public, including the Lyon International Fair, Equita Lyon, Epoqu’Auto, and Pollutec (nearly 70,000 people from 128 countries), as well as new events such as Salon de l’Etudiant, SIRHA Green, and Natexpo.  *\*EMECA: European Major Exhibition Centres Association* | |  | **At the Lyon Convention Centre**: the 22nd French-language Pneumology Conference, with over 3,000 attendees; The Web Conference, which is returning to Lyon for the second time; the French Pediatrics Conference; Entreprise DU FUTUR conference (with its 3,250 director-level attendees); and Sido. | |  | **At Matmut Stadium Lyon Gerland:** over 200 events held, including SEB’s New Year’s Greetings in January, Point S corporate event in June, ARIIX festive evening in March, and the Orange Tour roadshow in October. | |  | **At La Sucrière**: world-class cultural events such as the Da Vinci exhibition, and professional events including the IXDA Conference, COMPUTACENTER cocktail reception, as well as conferences such as Printemps des Dock lifestyle fair, which has become an annual flagship event. |   This success is based on several factors, in particular:   * **The increasing attractiveness of Lyon as a destination:** Lyon has now become a **major destination for business tourism in Europe**, in particular thanks to the continuous improvement of reception and accessibility conditions over the past 10 years, along with attractiveness regarding tourism also showing strong progress, as demonstrated by awards received as the **#1 European Week-end Destination** and the European Capital of Smart Tourism. With respect to event activity, the most recent ICCA (International Congress and Convention Association) ranking for 2018 once again confirms Lyon’s position by listing the city – for the third consecutive year – in 1st place in France, after Paris.   *“Lyon is a major city for both conferences and trade shows, placing us in the Top 10 destinations overall in Europe.” –* Anne-Marie Baezner, General Manager of Lyon venues for the GL events Group.   * **Reinforcement of the overall offering and competitiveness of the four GL events venues in 2018** with several key milestones: the opening of Hall 7 at Eurexpo Lyon (16.5 M€ in investment), bringing the park’s total surface area to 140,000 sqm; a new Public Service Delegation for the Lyon Convention Centre with a 20-year commitment accompanied by a significant investment plan of nearly 23 M€; and investment of 40 M€ in Matmut Stadium Lyon Gerland infrastructure in 2017 and 2018 providing a completely renovated space for event activity, including the creation of a dedicated sports and event department. * **The cooperative action of Lyon business tourism stakeholders working together**, which gives events a much-appreciated personal touch: united around its OnlyLyon approach to boost international attractiveness, Lyon’s business tourism stakeholders, including the Trade Fair Bureau and GL events teams, introduced the Welcome program by OnlyLyon, a unique reception service in Europe for major events in Lyon. * **Groupe GL events expertise** as a *global player* in the event market. In particular, new opportunities were confirmed, notably with the Group’s network of offices abroad (London, New York, Shanghai), enabling more events to be organized at the Lyon venues. | | |
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| **A favorable outlook for 2019** **and coming years, ready to welcome major national and international scale events**  2019 will feature major high-profile events, including **78 trade fairs and 45 conferences**, further supporting forecasts for a very favorable 3-year outlook:   * **Major trade fairs** at Eurexpo Lyon, already starting the year strongly with SIRHA and the Global Industries conference, both of which showed record attendance with over 210,000 and 45,000 visitors respectively. The site will keep up its pace with the Lyon Automobile Show, Equita Lyon, Solutrans, Paysalia, as well as Patrimonia at the Lyon Convention Centre, an annual national event that attracts nearly 7,000 visitors. * **Major conferences** such as ECE 2019 in May (European Congress of Endocrinology), SIOP in October (International Society of Paediatric Oncology), and WAO in December (World Allergy Organization), at the Lyon Convention Centre; and EVS32 (International Electric Vehicle Symposium) with over 5,000 participants. * **Major events** such as Tour Auto and the new Sport Unlimitech event, led by Frédérick Michalak in co-production with GL events, bringing together science and innovation in the sports world for the first time, covering nearly 30,000 sqm at Matmut Stadium Lyon Gerland in September; as well as prestigious national exhibitions at La Sucrière, such as the Steve McCurry exhibition, which has already welcomed over 100,000 visitors and has been extended until July 21, 2019.   **Beyond 2019**, the Lyon Convention Centre will welcome the Goldschmidt International Conference **in 2021**, with over 4,500 participants expected from 85 countries. With its Eurexpo Lyon exhibition park, Lyon was also chosen to represent France’s candidacy – facing Japan – to host the WorldSkills Competition in **September 2023**. This event is the world’s largest competition of skills, attracting 1,200 young people under age 23 from 80 different countries (over 100,000 visitors expected). | | |
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| [Image associÃ©e](https://www.linkedin.com/company/lyon-for-events)[Image associÃ©e](https://twitter.com/lyonforevents)[Image associÃ©e](https://fr-fr.facebook.com/LyonForEvents/)  **About Lyon for events -** www.lyonforevents.com  The Lyon for events banner unites the four GL events group venues in Lyon: Lyon Convention Centre, Eurexpo Lyon, La Sucrière, and Matmut Stadium Lyon Gerland. With 170,000 sqm of modular interior space, an average of 600 events hosted each year, 1.8 million visitors/participants, and revenue of 54.3 M€ in 2018, Lyon for events venues help make Lyon the second-largest business tourism destination in France. In addition, all GL events venues in France share a sustainable development approach: Eurexpo Lyon and the Lyon Convention Centre are certified ISO 14001 and are preparing ISO 20121 certification.  **About GL events -** [www.gl-events.com](http://www.gl-events.com/)  The GL events Group has been a major worldwide player in event activities for over forty years. With more than 4,500 employees, the Group is now present on all five continents with 90 locations. Generating 1,040.5 M€ in revenue in 2018, GL events is organized into three main divisions:   * Live: includes activities for corporate, institutional, and sports events, from advisory services and design to event organization. * Exhibitions: drives and manages over 200 private conventions in many sectors, from agri-food to textiles and beyond. * Venues: manages a network of 50 event venues (conference centers, exhibition parks, performance halls, and multi-purpose venues) located in major cities in France and abroad. | | |
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