

Appendix 2

Results from MIPIM

Feedback from the March 2018 event is currently being collated. Early feedback demonstrates extremely positive results with a number of delegates reporting strong outcomes and new relationships.

So far, detailed feedback from 15 sponsors has reported over 286 contacts were made with 100 of these being new, quality contacts i.e. occupiers, investors or strategic partners. From this, 68 occupiers, investors or strategic partners will be contacted in order to progress discussions. This evidence somewhat demonstrates the calibre of delegates that do attend MIPIM.

Our attendance at MIPIM has generated more than 430 inward investment queries over the last five years. In previous years our attendance at MIPIM has helped to facilitate relationships with investors that have since led to a number of successful outcomes. A selection of these are listed below:

- Extra MSA Service Station – M1 Leeds
- Select Property Group – Site Acquisition, Leeds
- Palace Capital – Hudson House, York
- Victoria Gate – Best New Shopping Centre in the world 2017
- Heeton Holdings – Hampton by Hilton Leeds

MIPIM is important as the UK looks to grow its international relationships. Many investors expect to see a connected ambition from both the public sector leaders and private sector and it breeds further confidence with potential influencers, investors, developers and occupiers that are considering investing in the region

MIPIM provides with an excellent opportunity to enhance the profile of the City Region. In terms of measurements, the estimated benefits of previous year's attendance is shown as below:

Marketing Outputs	Description	MIPIM 2015/16	MIPIM 2016/17
Total amount of coverage	The total number of articles published in relation to Leeds City Region's MIPIM activity.	136	129
Advertising Value Equivalent	The equivalent cost (£) if you were to buy the space generated by our MIPIM media coverage.	£272,261.19	£219,997.67
Total media reach including social media	The total number of people which this campaign could be seen by. This figure takes into account the average readership of each media and the reach of social media content	5,702,390	6,859,605