



PRESS RELEASE - For Immediate Release

THE EUROPEAN ARENAS ASSOCIATION WELCOMES NEW MEMBER PARIS LA DÉFENSE ARENA

Paris La Défense Arena is the fourth new member to join the association since the easing of restrictions began for live events

The Netherlands, July 21, 2022: The EAA has announced that Paris La Défense Arena has joined the Association taking total membership to 37 arenas across 20 European countries.

Inaugurated in October 2017 in a location just 15 minutes away from downtown Paris, Paris La Défense Arena is Europe's largest multifunctional venue with a capacity of 10,000 to up to 38,000 for concerts, sports events and corporate events.

"La Défense Arena is very pleased to join the European Arena Association. The last 10 years have been more demanding than ever for the venues. All across Europe, venues are facing challenges; sharing these challenges, talking about them and working together to resolve them, are the best way to take control of our actions and development. The EAA has always been at the forefront of our sector's progress. Becoming a member of the EAA means being part of our sector's development and being able to work together to be the best at what we do."

Raphaëlle Plasse, Booking and Operations Director La Défense Arena

"We are delighted to welcome Paris La Défense Arena into our association as we continue to embrace new members and to share our collective expertise. Our recently published figures are a stark reminder of the devastating impact Covid has had on the live events sector with an average audience reduction of 73% in 2020 and a further 23% reduction in 2021 making it even more important for us to strengthen our membership and work together on our recovery."

Olivier Toth, President EAA

As a result of the Covid-19 closures, the latest EAA research reveals total attendance for member arenas in 2020 fell 73% from 19 million to 5.1 million. Last year saw further falls of 23% to 3.9 million. The total number of live events fell 59% from 2,915 in 2019 to 1,181 in 2020, although they registered a slight increase of 2% last year to total 1,202.

In 2020, music events accounted for 48% of total events compared to 23% for sports events. At the end of last year sport accounted for 52% of total events compared to 25% for music events, although music still made up 50% of total audiences compared to 33% for sports.

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Notes to editors:

About the EAA:

The EAA represents 37 arenas in 20 European countries that operate some of the world's leading venues, hosting unrivalled programs with outstanding artists, productions, sports and corporate events. Prior to the pandemic-related closures, the association's member arenas hosted over 2,900 annual events attracting a total audience of 19 million people.

The newly aligned vision sets out to establish the EAA as the leading authority on Arenas in Europe not just for members, but also for the wider industry becoming the voice that was missing when confronted by the challenges of Covid-19. The Association is committed to building networks, industry alliances and engaging proactively with regional and national bodies as well as EU institutions to ensure its inclusion as part of policy-making decisions.

The EAA aims to be a beacon of best practice and knowledge-sharing in all areas of business especially in the support of cultural and environmental well-being.