



## **PRESS RELEASE - For Immediate Release**

### **The EAA Welcomes Festhalle Messe Frankfurt and Roig Arena Valencia as New Members**

**The Netherlands, October 18, 2024:** The EAA is pleased to announce that Festhalle Messe Frankfurt and Roig Arena Valencia have joined the association as new members. The announcement was made at the recent Autumn General Meeting which was co-hosted by Co-op Live and AO Arena in Manchester. The incorporation of these venues to the EAA takes the total number of members to 40 arenas across 19 countries.

Commenting on the new memberships, EAA President, Olivier Toth said:

“The inclusion of Frankfurt’s Festhalle and Valencia’s Roig Arena represents the rich tapestry of our membership profile providing a blend of experience, tradition and modernity which will be of great benefit to our members as we develop our activity across the key pillars of knowledge-sharing, networking and representation.”

For over 100 years, the unique Festhalle has been the largest event location at the heart of Frankfurt am Main. With a 15,000 capacity this singular venue can cater for events of all kinds, from shows and concerts to conferences and trade fairs. The historic Festhalle offers a unique ambience beneath its 29-metre high glass dome and is not only an architectural landmark but also a central part of cultural life in Frankfurt. Its versatile use, central location, and impressive architecture make it an indispensable event venue in Germany.

Romina Gowin-Becker, Director, Project Management Congresses & Events said:

“We are glad to be part of the EAA and to be able to share experiences and knowledge with fellow members from across Europe. As one of the longest established venues in Europe, this is an important step for Festhalle in our future strategy.”

The Roig Arena due to begin operating in the second half of 2025 will be a large multi-purpose indoor venue in the city of Valencia, where sporting, entertainment and corporate events will be held. The project has a budget of more than 280 million euros which has been fully funded by Juan Roig, president of Spanish supermarket chain Mercadona. The Roig Arena with an estimated maximum capacity of 20,000 spectators in concert mode, will be a multi-space, multi-purpose and flexible indoor venue, hosting all type of events 365 days a year in the city of Valencia, Spain.

Víctor Sendra, General Manager of the Roig Arena commented:



“We are very pleased to be part of the EAA, even more so as we are less than a year away from the Roig Arena opening. I am sure that it will be a forum for collaboration and sharing experiences and knowledge that will help improve the industry and the experience of our visitors.”

**ENDS**

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**Notes to editors:**

The EAA represents 40 arenas across 19 European countries that operate some of the World’s leading venues, hosting unrivalled programs with outstanding artists, productions, sports and corporate events. In 2023, the association reported hosting over 3,200 annual events and attracting a total audience of 23.8 million people.

The association's aligned vision aims to establish itself as the leading authority on arenas in Europe for members and the wider industry. 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.