



Press information

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## **Meeting point for the sector: SuperStay LIVE 2024 inspires as a future trade fair for vacation properties and short-term rentals**

Following a successful premiere last year, the SuperStay LIVE boutique trade fair at Messe Augsburg once again confirmed the high expectations placed in it, and positioned itself as a trendsetting event in the vacation property sector in southern Germany.

In its second edition, SuperStay LIVE showed significant growth in terms of exhibitors. More than 100 exhibitors, including both sector giants and newcomers, were on site, meaning one third more than the previous year. We mainly saw a horizontal growth trend, thus mapping the entire market. On an area of almost 2,000 square meters, the participants found an even greater variety of high-quality topics, offers and solutions. The number of visitors remained at the previous year's level of around 1,500. They demonstrated great interest and were looking for specific information and partners for their vacation properties.

With innovative approaches to topics such as revenue management for dynamic pricing and economic control, or the use of artificial intelligence to optimize listings, through to classic topics such as growth and regulation of the vacation home market, the SuperStay LIVE lecture programme, was also impressive during all three days of the trade fair. Visitors were offered an even greater variety of topics, thanks to shorter presentation slots and, what is more, this program was supplemented by a series of workshops conducted by Airbnb. As in the previous year, the presentations took place in the central, open-plan Architecture & Living Lounge, which once again was a popular meeting point in the heart of the Schwabenhalle.

Arne Petersen, Managing Director of AppMe GmbH (organizer), was delighted:

"SuperStay LIVE 2024 has impressively demonstrated the ongoing momentum on the vacation rental market. With more exhibitors and a wider range of products, we were able to further



increase knowledge transfer and networking. We are proud to have introduced such a platform in southern Germany, which offers professionals real added value."

Lorenz A. Rau, Managing Director of Messe Augsburg (organizer), emphasized the success of the second edition:

"To drive innovation, personal encounters and professional exchange remain essential – and this is exactly what we offer at the highest level with SuperStay LIVE."

**Quotes:**

Segmüller, Christoph Gerpheide:

"The quality of contacts was significantly better this year. Not only did we have a lot of visitors from the sector; we also welcomed many who have larger units, i.e. more apartments, with whom we had good discussions."

Guesty, Humberto Rinaldi, Account Executive:

„We are for the first time officially in Germany – and it was amazing. I never had talks with so many property managers before on a single event like this, they had to queue up and wait. They were really interested and engaging. On top of that I've had interesting industry talks as well which opened up new perspectives. It's a perfect fit for us – we will be here next year for sure."

Sali Group, Calvin Crustewitz, Managing Director:

"We had a very good, high-quality exchange with the visitors. There were many hosts from the vacation rental industry, and this direct contact with them is excellent – the discussions were all very productive. I also have to emphasize that SuperStay LIVE has made another leap on the exhibitor side: More, higher-quality exhibitors and, what is even more important, with an awareness of the problems for the hosts – real solutions, and not just the product range, are presented here, and we also have a real exchange. We are very happy to be, and to remain, part of SuperStay LIVE!"

Booking Experts, Giel Hendrikx, Business Development Manager DACH:

"SuperStay LIVE attracted a very interested audience; every conversation we had was well-founded and had clear objectives. SuperStay LIVE offers us exhibitors the opportunity to take the next step towards digitalization and sustainability, in addition to presenting many other



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topics that interest visitors from the sector. And last but not least, the cooperation between the exhibitors and with the organizer is very good and beneficial."

Mall of Design, Volker Linnig & tRACK, Jörg Schäfer, Sales Director (co-exhibitor at MoD):

"The SuperStay LIV format, specially geared to a specific target group and filled with dynamic, interesting topics: This is the future of trade fairs. It is just the right size to bring together partners, colleagues and customers, and is also the perfect platform to develop new, creative ideas, not least through the presentations at the trade fair, which are also relevant for the exhibitors. The quality of the discussions was excellent. We had highly-interested, well-prepared and valuable contacts, and not a single moment in which we felt we were wasting time. We award an A+ – keep up the good work! We will definitely be back next year."

ExtraSauber, Dr. Sebastian Schneider:

"We were here as visitors last year and had actually only planned on staying for a few hours. A few hours then turned into a day and a half – because we were inundated with questions from other visitors. That's why we are now exhibiting this year – and we will definitely be back! Not only the quality of the visitors and the size of the trade fair is ideal; the networking opportunities with the exhibitors and the support from the trade fair team is great, too."

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