

Press Release

A successful premiere of SuperStay LIVE in Augsburg: the meeting place of the vacation real estate sector

Augsburg, November 12, 2023 - The first SuperStay LIVE was held from November 10-12, 2023 at Messe Augsburg and exceeded all expectations; thus emphasizing its aim to become the leading event in the vacation real estate sector in southern Germany.

Around 75 exhibitors, including major companies such as Segmüller, Nolte Küchen, Voglauer and Jan Kurtz, showcased their products and services to the numerous visitors who numbered approx. 1,500 over the three days of the trade fair. Popular booking portals including Booking.com and Home2Go and local specialists such as OBS OnlineBuchungsService and BnB Pro Hosting from Augsburg presented innovative approaches to the steadily growing market for vacation properties.

SuperStay LIVE is a joint venture between Messe Augsburg and AppMe GmbH, and impressed visitors on all three days with its extensive and informative program of presentations, such as the holiday coaches Annik Rauh and Caroline Petersen and the niche portal specialist, Björn Menzel. Intense discussions focused on topics including the growth of the industry, short-term rentals, professional marketing and the use of social media and proved to be a source of valuable inspiration for the future. The presentations were held in the open-plan A&W lounge which also turned into permanent, well-attended networking events.

“SuperStay LIVE demonstrated that the market for vacation properties is more buoyant than ever,” explains Arne Petersen, Managing Director of AppMe GmbH. “We’re really proud to have offered such a diverse platform in southern Germany, which definitely takes knowledge transfer and networking in this segment to a new level.” Lorenz A. Rau, Managing Director of Messe Augsburg, is delighted with the successful première: “The extremely positive response from exhibitors and the number of visitors that exceeded our expectations at SuperStay LIVE not only highlighted the relevance of the vacation real estate market, but also proved that face-to-face meetings and professional exchanges are essential for growth and innovation in this industry.”

Markus Kamp, Senior Marketing Manager and Head of the Lohospo Academy: “A great atmosphere, so many hosts, wide-ranging and professional hosts, and people who want to be

hosts in future. Excellent lectures in an informal, bar format, fantastic. Just the right size. Wonderful organization. Nothing but praise for the team; we'll definitely be back in 2024."

Maximilian Gorki, Engagement Marketing Manager of Destination Solutions GmbH: "Thanks to the team at SuperStay LIVE in Augsburg. A successful concept, wonderful atmosphere, fascinating conversations and interesting lectures. We're looking forward to a rematch in 2024."

Jürgen Merkelbach for swissgerman project partners AG: "Terrific quality, particularly on the first day, paved the way for a few things. We're won over by the event and will definitely be here again next year."

Michelle Sulfur, branch manager of the Deutscher Ferienhausverband e.V. (German Holiday Home Association): "As the German Holiday Home Association, we are delighted to be supporting SuperStay LIVE as the first trade fair for holiday homes and apartments in the south of Germany. The event far exceeded our expectations. We can't wait to be back in beautiful Augsburg in 2024."

Jan-Hendrik Köhler-Arp, CEO and partner of meaférias GmbH: "What sets SuperStay Live apart? The planning and organization of this new trade fair in the south of Germany was carried out by a professional team. A good mix of exhibitors and an innovative program/concept. Above all, we managed to reach a wide specialist and interested public, which is essentially the most important aspect for us as exhibitors. Thanks; we'll be back!"

The successful première of SuperStay LIVE has already whipped up great anticipation for the next event, which will take place from October 18-20, 2024 at Messe Augsburg.

About AppMe GmbH:

The newly founded AppMe GmbH is now the new expert for boutique trade fairs in the B2B and B2C sector. AppMe GmbH offers high-quality trade fairs that are tailored to an exclusive target group and provides a platform for the exchange of expertise and networking. The founders of AppMe have many years of experience in the event industry and know that the success of a trade fair depends not only on the number of exhibitors and visitors, but also on the quality of the contacts and the experience enjoyed by the participants. AppMe therefore places particular emphasis on a careful selection of exhibitors and an extensive supporting program that promotes the exchange of knowledge and experience.

About Messe Augsburg:



Messe Augsburg is an economic driver whose influence extends far beyond the borders of Bavaria. Augsburg is an attractive location which has highly structured trade fair grounds that are also easily accessible from outside Germany, a high level of personal service and the charm of Germany's second oldest city. Messe Augsburg is a full-service partner for trade fairs and events: 7 halls that provide 48,000 m² of gross floor space, 10,000 m² of outdoor exhibition grounds, a conference center, four entrance areas, excellent transport links and 3,650 parking spaces in the immediate vicinity offer a wide range of event options that can be individually tailored to the client's requirements. www.messeaugsburg.de

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