



Photo: Perfect Meeting

Angelica und Thomas Stäbler: „Das knappere Angebot und die wachsende Nachfrage treiben die Preise in die Höhe.“

Angelica and Thomas Stäbler: "Shorter supply and growing demand are driving up prices."

lich näher an den Veranstaltungstermin heran.“ Das habe damit zu tun, dass sich viele Hotels inzwischen weigerten, pandemiebedingte Stornomöglichkeiten einzuräumen.

Diese Flexibilität ist allerdings bei Großmessen mit höheren Preisen verbunden, je

näher eine Veranstaltung rückt. Übrigens: Perfect Meeting ist nun auch offizieller Partner der Hamburg Messe. Weitere Partner sind die Messe Frankfurt, die GHM München, TSS (US-Repräsentanz von Messe München und Messe Essen) und die Messe The Smarter Europe (www.perfect-meeting.de). **PB** ■

TRADE FAIR SERVICES

Exhibitors booking more hotel rooms

Even now that the pandemic is over, its effects can still be felt everywhere, at least when it comes to hotel room bookings for trade fairs.

First and foremost, prices have changed. “They have seen a huge increase,” say Angelica and Thomas Stäbler. “During the pandemic, numerous hotels ran out of staff,” explain the two managing di-

rectors of Perfect Meeting from Seefeld near Munich. Due to staffing shortages, hotels were sometimes unable to offer all of their rooms: “Tighter supply is driving up prices.” In addition, demand is growing as compa-

nies lost many business contacts in the 2020/21 pandemic years. They want to make up for this shortfall, and trade fairs are a perfect solution: “With a few exceptions, exhibitors are manning their stands with at least the same number of people as before the crisis – and some are even stocking up,” observe Angelica and Thomas Stäbler.

Perfect Meeting, their company, is a trade show and event services provider that makes hotel rooms available for its clients at international trade shows. And not just that: Attendee management is also gaining importance. “Marketing departments are being slimmed down and event activities outsourced,” report Angelica and Thomas Stäbler. “We’re seeing a strong demand for full handling, which includes administrative tasks such as e-mail correspondence with staff.” He considers this a wise decision: “We can offer these services at a lower cost than if they were provided in-house by clients.” Another consequence of the pandemic that Perfect Meeting sees is a change in booking behaviour among some exhibitors. In the past, hotel rooms would have been booked for a biennial trade show, say, shortly after the event had ended. “Now these companies are waiting to see if there isn’t another pandemic looming,” say Angelica and Thomas Stäbler. “In order to be able to act flexibly if the worst comes to the worst, bookings are moving much closer to the event date.” This has to do with the fact that many hotels are now refusing to offer pandemic-related cancellation options.

However, this flexibility means that prices during major trade shows are much higher the closer an event gets. By the way: Perfect Meeting is now also an official partner of Hamburg Messe. Other partners include Messe Frankfurt, GHM Munich, TSS (which represents Messe München and Messe Essen in the USA) and The Smarter Europe trade show (www.perfect-meeting.de). **PB** ■