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TOURISM MINISTER TO SPEAK AT SHORT STAY SUMMIT IN MAY

Tourism Minister, Nigel Huddleston MP, has been announced as a keynote speaker at May's Short Stay Summit. After a successful first summit held in September last year, the European conference for the short-term and holiday rentals industry is returning to Tobacco Dock in London on Thursday 19 May 2022 for what promises to be another lively event with a packed programme of speakers, panel discussions and networking opportunities.

The Short Stay Summit 2022 is again being organised by the three largest bodies that represent the industry in Europe, the UK and the US - the European Holiday Home Association (EHHA), the UK Short Term Accommodation Association (STAA) and the Vacation Rental Management Association (VRMA) respectively.

The [Short Stay Summit](#) will provide a platform for operators to further develop their conversations and ideas on how to continue to grow the industry in a sustainable way. Mr Huddleston is expected to speak about the importance of the tourism sector to the UK economy, the government's plans for tourism recovery post-Covid, and the role which the sharing economy can play in that recovery. Mr Huddleston said, "I'm delighted to be the keynote speaker at this year's Short Stay Summit. I know it's been a challenging period for our world-class tourism sector and I look forward to speaking to people in the industry and understanding how we can continue to support their great work."

The main event on Thursday 19 May will feature a vibrant mix of presentations from many high profile industry leaders alongside fireside chats, panel debates and plenty of opportunities for networking.

A number of high profile industry brands are sponsoring the event including title sponsor Vrbo (part of Expedia Group), platinum sponsors Booking.com and Host & Stay, gold sponsor Styled Interior Design, silver sponsors Sykes Holiday Cottages, Beyond, CoStays, Awaze, Hospiria and UnderTheDoormat and ruby sponsors Pricelabs and Guesty.

The programme is currently being developed but some of the key topics likely to be discussed are:

- Latest travel trends and insights
- Making sense of the new technology landscape and how it will improve guest experiences

- Addressing the talent shortage by marrying the best of people with the best of technology
- Investment and scaling up opportunities the industry offers
- The importance of sustainability in growth plans
- Using data to refresh strategies and understand new guest trends
- How upgrading operations standards can lead to improved reputation and customer loyalty
- How to be more effective with revenue management
- The likely convergence between short term rentals and hotels
- Getting the right mix of marketing and communications channels to build reputations

On the evening (Wednesday 18 May) preceding the event, the annual Shortyz Awards, organised by ShortTermRentalz, will be held to celebrate the excellence demonstrated by companies in the sector. The venue will feature numerous exhibitors from leading industry suppliers giving delegates many opportunities to discuss their issues and see new products and services face-to-face.

Merilee Karr, Chair of the STAA and CEO of UnderTheDoormat, commented, “The Short Stay Summit held in September proved to be a roaring success. Despite the threat of COVID-19, we had a very impressive attendance including many of our industry friends from across Europe and the US. What the event proved was that we are a very vibrant, go-ahead and vocal sector that is full of dynamic individuals who want to develop businesses that will provide customers and guests with top quality travel and accommodation experiences. It was so rewarding to be a part of something that you could visibly see benefiting all who attended. We are looking forward to reconvening in May with even more delegates to further develop our thoughts and ideas on how to shape the future for our industry.”

Viktorija Molnar, Interim Secretary General of EHHA, said, “EHHA is thrilled to co-organise the Short Stay Summit with the STAA and VRMA again. We are convinced that the Short Stay Summit provides an opportunity which the short-term rental industry players do not want to miss! It gives delegates the opportunity to immerse themselves in a number of exciting and new discussions, share their experiences and knowledge, build bigger networks and be a part of the short-term rental industry. We are looking forward to seeing everyone again this year in London!”

Kimberly Miles, Executive Director of the VRMA, commented, “We are pleased to partner with STAA and EHHA once again on this important event. The Short Stay Summit provides a meaningful experience for delegates to convene, exchange ideas and collaborate to shape the future of the vacation and holiday rental experience. We are excited to see many new and familiar faces in

London as we mark another important milestone on the road to recovery for business, travel and tourism.”

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Notes to editors

For more information visit: www.shortstaysummit.org/

For STAA media enquiries, please contact:

Rob Davies at oneonone communications, rob@ooc.co.uk 07709 366310

About the STAA

The [UK Short Term Accommodation Association \(STAA\)](#) was founded in March 2017 to support the development of short-term accommodation in the UK, ensure greater co-operation in tackling common industry challenges and seize shared opportunities. It seeks to work with all stakeholders towards a stable and supportive regulatory environment that promotes the UK as a global leader in the provision of short-term accommodation.

About EHHA

The [European Holiday Home Association \(EHHA\)](#) was founded in 2013 to give a voice to the short term rental (STR) industry. The EHHA members are online STR platforms as well as national trade associations that represent professionally managed serviced apartments, property managers and property owners in Europe.

About VRMA

The [Vacation Rental Management Association \(VRMA\)](#) provides best-in-class education, networking, and professional development opportunities to make a difference for you and your company. Founded in 1985, VRMA works worldwide on behalf of its manager and supplier members to advance the vacation rental industry through education, information, networking, research, and advocacy to help its members deliver exceptional guest hospitality and homeowner satisfaction, ultimately creating positive, memorable experiences.