



Spielwarenmesse 2025: New travel options by bus, rail and air

- Spielwarenmesse bus: From Munich Airport to the trade fair grounds
- Entry ticket acts as travel ticket for the whole of the Nuremberg travel region

Having multiple travel options by bus, rail or air means an efficient journey to the world's leading trade fair. From 26 January to 2 February 2025, the exclusive Spielwarenmesse buses will be bringing participants in comfort from Munich Airport to the Nuremberg Exhibition Centre. During the event, the entry ticket is also valid as a VGN travel ticket for all forms of public transport in the Nuremberg travel region (the VGN area). The options are further enhanced by a new direct rail connection between Munich and Nuremberg. In addition, special tariffs will be available for those travelling on ICE trains.

By shuttle bus to the fair

For international guests at the fair, the Spielwarenmesse will be providing an extra shuttle bus service between Sunday 26 January and Sunday 2 February 2025. Several times a day, Spielwarenmesse buses will run direct from Munich Airport to the Nuremberg Exhibition Centre and back for a fare of €35 each way. Information on departure points and times can be found at www.spielwarenmesse.de/en/bus. For exhibitors, bus tickets can be conveniently obtained through the Online Service Center under 'My Documents'. Trade visitors and media representatives can obtain them from 6 November in the Ticketshop.

Travelling by public transport

Entry tickets to the Spielwarenmesse will also serve as travel tickets for free return journeys throughout the entire VGN area for the fair dates shown on them. The VGN area encompasses all of the administrative districts of Middle and Upper Franconia as well as parts of Lower Franconia, the Oberpfalz, Swabia and Upper and Lower Bavaria; and the ticket is valid on all VGN public transport services, covering the S-Bahn, regional railways (2nd class, supplement-free trains), trams, underground trains and buses, including Nightliner services. In addition, the new regional train service from Munich Airport to Nuremberg main station



(Hauptbahnhof) offers a further travel option. In collaboration with Deutsche Bahn, there are also special offers available on ICE train tickets.

Travelling by air

Nuremberg can also readily be reached by air from a large number of German and European cities and international hubs. Turkish Airlines is the official airline for everyone flying to Nuremberg or Munich for the Spielwarenmesse and is offering special discounts. From Nuremberg Airport, the exhibition centre is easy to reach by taxi or underground train (U-Bahn).

Further information on the travel options can be found at www.spielwarenmesse.de/en/travel. Bookings open and details are available from November.

Images are available at www.spielwarenmesse.de/media.

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Spielwarenmesse®

The world's leading event for the sector – that's the Spielwarenmesse®. At this B2B event, key players as well as startups present their innovations and trends to retailers from all over the globe, live in Nuremberg. Alongside the extensive range of products, participants also gain a wealth of inspiration for day-to-day business together with valuable knowledge and useful guidance on the market, at what is for them the most significant industry gathering. The event is complemented by year-round coverage of themes, analyses and insights from the multifunctional platform Spielwarenmesse® Digital and the e-journal 'Spirit of Play'. Since 2013, the term Spielwarenmesse® has been a protected word mark in Germany.

Fair date: Spielwarenmesse®, Tuesday to Saturday, 28 Jan – 1 Feb 2025