

Spielwarenmesse 2027: Extensive services for optimised preparation

- New direct flights expand travel options for international visitors
- Hotel partner Revolugo offers a wide choice of accommodation

A well-planned visit pays off: from 2 to 6 February 2027, retailers, buyers and industry insiders from around the world will come together at Spielwarenmesse to discover the year's new products, make contacts and initiate business. Those who start preparing early will benefit from numerous services: new direct flights and proven rail connections make travelling easier, and the official hotel partner Revolugo offers a wide range of accommodation in and around Nuremberg. Additionally, the platform Spielwarenmesse Digital is ideal for exhibitors and visitors who want to make a head start with networking before the fair.

A variety of travel options

Whether by coach, train or plane, more connections than ever before are on offer for next year's Spielwarenmesse. Event tickets are once again available for Deutsche Bahn's nationwide long-distance services (ICE, IC/EC) and can be combined with BahnCard discounts. Tickets will be available from mid-October. In addition, easyJet now offers direct flights from Milan-Malpensa and London-Gatwick to Nuremberg, making the journey even more straightforward for international visitors. As the official airline of Spielwarenmesse, Turkish Airlines offers all visitors an exclusive discount on flights to Nuremberg or Munich. Between 31 January and 7 February, the Spielwarenmesse shuttle bus will run several times a day non-stop between Munich Airport and the Nuremberg exhibition centre. Bus tickets can be booked exclusively via the Ticket Shop from 4 November. The website <https://www.spielwarenmesse.de/en/visit/travel/> provides a concise overview of all travel options.

Plan accommodation early

Through Revolugo, the new official hotel partner of Spielwarenmesse, visitors can find a wide choice of hotels and apart-hotels in and around Nuremberg. When booking accommodation, it is also worth looking beyond the city limits: the Nuremberg region offers a large number of options. Thanks to excellent public

transport links, getting to the fair is easy, especially as the trade fair ticket also serves as a public transport ticket for the entire VGN network on all days of the fair.

Targeted support via digital tools

Even before you set off, Spielwarenmesse Digital provides planning certainty and networking opportunities. The platform includes an interactive hall plan and a comprehensive exhibitor database that can be filtered by company, product, brand and licence. After creating a free account, you can already schedule appointments with exhibitors. On the go, the Spielwarenmesse app is the ideal companion. In addition to networking and wayfinding features, it includes useful tips for your stay in ToyCity Nuremberg. The LeadScan feature also makes contact management simple and efficient. By scanning the visitor ticket or QR code directly in the app, contact details are stored and organised both automatically and securely.

Ticket sales for Spielwarenmesse 2027 will start at the beginning of November. Tickets cannot be purchased on site. All information on travel, accommodation and services can be found at <https://www.spielwarenmesse.de/en/plan-your-stay/>.

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

17 September 2026 – aw

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, 2 – 6 Feb 2027