



75th Spielwarenmesse: Ticket sales for the anniversary event have started

- World-leading trade fair invites visitors to Nuremberg for its anniversary
- Wide range of travel options and comprehensive services

The ticket shop for the 75th Spielwarenmesse is now open: trade visitors can now secure their tickets for the anniversary edition of the world-leading trade fair. From 27 to 31 January 2026, the Nuremberg Exhibition Centre will be transformed into the place to be and will bring the entire global industry together once more. An extraordinary experience awaits the participants of this anniversary – with innovative new products, inspiring encounters and many new highlights.

Innovative, global networking

The anniversary year is all about diversity and international exchange: numerous brand manufacturers, innovative newcomers and returnees will be presenting their new products and highlights at the 75th Spielwarenmesse. Visitors can look forward to inspiring themed worlds, forward-looking trends, diverse networking opportunities and in-depth toy expertise. Tickets for trade visitors with corresponding proof are available exclusively online in the [ticket shop](#); they cannot be purchased on site. The e-ticket entitles holders to free use of public transport throughout the VGN area during the trade fair, ensuring convenient arrival and departure.

Travel comfortably and sustainably

The popular Spielwarenmesse bus will also be available to participants again. It connects Munich Airport directly with the Nuremberg Exhibition Centre. A single ticket costs €35 and can be booked online at www.spielwarenmesse.de/en/bus until 2 pm on the day before travel. For a more sustainable travel option, Spielwarenmesse offers exclusive DB event tickets for visitors travelling by train. These enable climate-friendly travel to and from the fair on Deutsche Bahn's local and long-distance services – and can be combined with BahnCard discounts. Visitors can find suitable accommodation via the Revolugo booking platform, which offers a wide range of hotels,



apartments and other accommodation options in and around Nuremberg. The website www.spielwarenmesse.de/en/travel provides a compact overview of all travel options.

Customised support through digital tools

The business platform, Spielwarenmesse Digital, provides trade visitors with optimal support when planning their visit to the fair. In addition to interactive hall overviews, an extensive, filterable exhibitor database is available, which can be used to search for specific companies, products, brands and licences. Once registered, individual appointments with exhibitors can be arranged in advance. Private chats as well as both audio and video calls make it easier to get in touch directly. For those on the go, the free Spielwarenmesse app provides all the important information at a glance and also offers useful tips for your stay in ToyCity Nuremberg.

The website www.spielwarenmesse.de/en/visit provides an overview of all relevant topics relating to visiting the Spielwarenmesse.

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, 27 – 31 Jan 2026