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KombiTicket enables sustainable travel to Exhibition Centre Nuremberg

- **From now, all three Nuremberg-based exhibition organizers offer VGN KombiTicket for local transport system**
- **Environmentally friendly travel to all in-house events organized by NürnbergMesse and to Spielwarenmesse; interlift, and Consumenta added for the first time this year**

Nuremberg, home to so many trade fairs, is sending out an important signal in terms of sustainability: From now, visitors to all NürnbergMesse events, as well as to Spielwarenmesse, interlift, and Consumenta, can travel using their (online) event tickets! Event tickets double as tickets for the local transport network at no extra cost – hence the name “KombiTicket”. The KombiTicket is valid for the Nuremberg Regional Transport Network (Verkehrsverbund Grossraum Nürnberg, VGN). The ticket is also included in exhibitor passes for NürnbergMesse exhibitions, Spielwarenmesse and interlift. The three exhibition organizers NürnbergMesse, AFAG, and Spielwarenmesse eG are thus supporting sustainable travel using public transport systems and reducing their carbon footprint.

The VGN KombiTicket can be used on all VGN transport systems, including the metro, trams, buses, and regional and urban train services. This offer is valid during all in-house events organized by NürnbergMesse and interlift in the Nuremberg, Fürth, and Stein fare zone, and throughout the VGN area in the case of Spielwarenmesse and Consumenta. Validity details are shown on the ticket. One especially practical aspect is that the KombiTicket is automatically included in the event ticket in question, and in exhibitor passes for trade fairs. No separate activation is required.

Exhibition visitors can reach the Exhibition Centre Nuremberg from the central station or city centre using the U1 metro line in just eight minutes

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with no changes. The journey from the airport takes only about 25 minutes, with a single change at the central station.

Services for customers

NürnbergMesse has worked together with VGN and VAG Verkehrs-Aktiengesellschaft Nürnberg to expand the KombiTicket offer made in previous years to cover all in-house events. More events in Nuremberg will be added in the future to give event visitors the opportunity to travel to the Exhibition Centre conveniently and with minimum impact on the environment. NürnbergMesse also aims to continue aligning its services with its customers' needs by way of exhibitor and visitor surveys, improved communication regarding the offer, and an analysis of usage statistics.

Dr Martin Kassubek, Member of the Executive Board of NürnbergMesse:

“Our exhibitions and congresses are platforms for sustainable innovations. That means we're all the happier to be able to offer our customers environmentally friendly travel to all our events using the KombiTicket.”

Henning and Thilo Könicke, Managing Directors of exhibition organizer

AFAG: “This new collaborative arrangement is regional partnership in action. We are very pleased that visitors to our interlift trade fair as well as Consumenta can now travel in free with VGN. Consumenta is the meeting point for the region, and networking with the region has now been taken a step further. Visitors from the entire VGN catchment area, from Coburg to Wunsiedel, Ansbach, and Weissenburg-Gunzenhausen, can travel free and sustainably to the event by bus and rail using the Consumenta online ticket.”

Jens Pflüger, Executive Board Member of Spielwarenmesse eG: “Ease of travel is crucial for participants coming to Spielwarenmesse from all over the world. The KombiTicket makes getting to us easier, more transparent and more sustainable. The fact the ticket is valid throughout the VGN fare zone creates significant added value for our exhibitors and visitors. At the same time, this solution shows how closely we are working together as partners in order to make visiting the trade fair even more customer-friendly.”

Anja Steidl, Managing Director at VGN: “Being able to offer the KombiTicket for buses and rail together with all three Nuremberg-based

exhibition organizers is a big win for everyone. It makes travelling to and from events easier for visitors, and enhances the value of Nuremberg as an exhibition venue. It also confirms the great popularity of the KombiTicket itself. VGN already makes this ticket available via 26 other partners for cultural and sporting events. This has enabled about 2.3 million visitors to travel on buses and trains at no cost during the past year using their entry ticket.”

Tim Dahlmann-Resing, VAG Management Board spokesperson: “The KombiTicket gets exhibition visitors to their destination quickly and comfortably, with no additional parking charges, no extra time and effort and no need to look for tickets. To ensure it all runs smoothly, up to three times as many trains as usual operate when exhibitions are in progress. Our latest G1 metro trains offer maximum convenience for passengers, including free Wi-Fi.”

About NürnbergMesse Group

The NürnbergMesse Group was entered in the commercial register on 5 April 1974 as Nürnberger Messe- und Ausstellungsgesellschaft mbH (NMA) and is now one of the 15 largest exhibition companies worldwide. The Group employs more than 1,200 people at 15 international locations in Germany, Austria, Italy, Greece, Brazil, China, India, and the USA. It also has a network of international representatives in more than 100 other countries. Its portfolio comprises around 120 on-site and online events focusing on five main areas: Retail & Consumer Goods, Building & Construction, Process Technology, Electronics & Security, and Social & Public. Overall, its events secure more than 12,000 jobs and generate billions of euros in purchasing power and tax revenue every year, making NürnbergMesse a major economic driver for the Nuremberg Metropolitan Region and Germany as a whole. As an employer and organiser of major events, NürnbergMesse takes its responsibilities for people and the environment seriously. Its business activities are aligned with the UN’s 17 Sustainable Development Goals (SDGs) with the aim of achieving a CO2-neutral energy supply by 2028.

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All press releases, more detailed information, and photos relating to NürnbergMesse are available to download free of charge from:

www.nuernbergmesse.de/en/newsroom/news