10–14 March 27

Freizeit

Leisure, Tourism & Gardening Messe Nürnberg



The Leisure, Tourism & Gardening Fair takes place in one of Germany's strongest and most affluent economic regions.
The Nuremberg metropolitan region in northern Bavaria is home to many global market leaders, and purchasing power is correspondingly high.

Gain greater visibility in the economically strong Nuremberg/Bavaria region by exhibiting at the Freizeit Messe 2027.

3.6 million people live in the Nuremberg metropolitan area



Nuremberg Airport handled over 4.5 million passengers in 2025

Average annual income:

Erlangen: €53,500
Nuremberg: €50,750
Fürth: €47,750

Boost your brand presence in southern Germany

- Position yourself as an attractive airline for holiday and direct flights
- Add an emotional touch to your brand through personalised experiences at the stand

Facts and figures

- just under 71,000 visitors of all ages
- just under 500 exhibitors
- over 52% of all visitors make purchases directly at the fair
- The most popular themed areas in recent years were Caravanning (52%) and **Tourism (52%)**, as well as Home & Garden (45%)

5 days of advertising

5 days of direct sales

lasting connections

5 days packed with experiences

Visitors are particularly interested in:

30% Information and booking a trip

30% compare the various offers from the exhibitors

46% New products & services



AFAG
WIR MACHEN MESSEN
WE CREATE FAIRS