

Messe Düsseldorf and Rheinbahn launch “Düsseldorf Ticket”

New mobility offering for all trade fair participants

Düsseldorf, 13 March 2023. Since the beginning of March, Messe Düsseldorf and Rheinbahn have offered all trade fair participants at the homebase Düsseldorf a convenient and easy possibility for purchasing a “Düsseldorf Ticket” in addition to their trade fair admission tickets. The personalised ticket is available on the trade fairs’ websites and valid for any number of bus and tram trips throughout the city of Düsseldorf (Price Level A3) during trade fair runtimes.

Wolfram N. Diener, President and CEO of Messe Düsseldorf, underlines the added value for customers at the Düsseldorf location: “We have created an offer that all trade fair guests can conveniently use as part of their registration. With this move we are meeting their individual mobility needs. They can book tickets right away for themselves or others for individual days or the entire duration of the trade fair.”

This offer will be gradually introduced in the web shops of the Düsseldorf trade fairs. Starting with ProWein (19 – 21 March 2023), the launch will take place in the sequence of the following trade fairs: BEAUTY (31 March – 2 April), TOP HAIR (1 – 2 April), interpack (4 – 10 May) and “The Bright World of Metals” – GIFA / METEC / THERM-PROCESS / NEWCAST (12 – 16 June).

On offer are one-day tickets or “season tickets” valid for the entire duration of the respective trade fair. Day tickets are valid from the start of operations (approx. 4.00 am) to 3.00 am on the following day. Season tickets expire at 3.00 am on the day following the last day of the trade fair.

It is also possible to purchase personalised transport tickets for colleagues, business associates as well as friends and family. The “Düsseldorf Ticket” is only valid in conjunction with an admission ticket or exhibitor passport for the respective exhibition event along with a photo ID.

The “Düsseldorf Ticket” is not valid for trips beyond city limits and outside of the respective trade fair’s runtime. For those trips the suitable tickets are the electronic tariff (eTarif) eezy.nrw, available via the Rheinbahn App (www.rheinbahn.de/eezy), or the other tickets offered by Rheinbahn. With eezy.nrw passengers can check in via smartphone when boarding and getting off the bus or tram. The ticket is priced on the basis of a fixed base price plus the aerial kilometres between origin and destination; it is charged via the Rheinbahn App.

Messe Düsseldorf Group

Messe Düsseldorf is among the most successful trade fair companies worldwide. It hosts around 40 trade fairs including 20 global No. 1 trade fairs at its 613,000 m² exhibition centre on the

Rhine. In the 18 halls, the international market leaders and top decision-makers of various sectors get together every year in order to present and discover innovations and to exchange ideas and network. The sectors of expertise of Messe Düsseldorf include: "Machinery, Plants and Equipment" (inter alia drupa, K, interpack, glasstec, wire and Tube); "Retail, Trades and Services" (EuroShop, EuroCIS, ProWein); "Health and Medical Technology" (MEDICA, COM-PAMED, REHACARE); "Lifestyle and Beauty" (BEAUTY, TOP HAIR) as well as "Leisure" (boot, CARAVAN SALON). Add to this, numerous conventions, corporate events, conferences and meetings by its subsidiary Düsseldorf Congress. Abroad, Messe Düsseldorf organises 65 events and participations. The global network of the group of companies encompasses 76 foreign representatives for 139 countries – including 6 international subsidiaries.

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