The home of global players

The Nuremberg metropolitan area is home to a large number of important companies from various industries.

The Nuremberg Group is one of the 15 largest trade fair companies in the world. The city of Nuremberg has a lot to offer as a location for congresses and events. NürnbergMesse hosts international exhibitions with up to 1.5 million visitors. This guarantees additional traffic and supports your business, particularly in the first quarter, when other demand is rather low. NürnbergMesse trade fair venue is growing: €700 million will be invested in its real estate, infrastructure and innovations in the upcoming years.

Why blue ocean? Create and capture new demand and make competition nearly irrelevant – make use of opportunities in Nuremberg! Why jump into a dangerous “shark tank” – the red ocean – when the blue ocean offers you interesting options on the route to profitable growth?

1st BENEFIT

1.2 million potential passengers from the core catchment fly from airports other than Nuremberg every year.

The GDP and employment rate of the metropolitan region (4.2 million people) also score highly, representing a European leader. Nuremberg is obviously a market with potential for higher yields!

Purchasing power of core catchment

10% above German average

Did you know that Puma, GfK, Schaeffler, Stabilo, and Leoni are just a few of the world-class companies that have their headquarters in Nuremberg and the surrounding area? Important sites belonging to major multinationals such as Siemens, MAN and Bosch bring the number of people employed in the metropolitan region up to 1.9 million in a 90-minute radius – and all this on an area that is 30% of the total land area.

Our blue ocean includes low competition on trunk routes as well as uncontested market space and high potential for unserved and underserved markets. These aspects provide opportunities for strong, profitable growth, not to mention great opportunities to unlock enormous latent demand.

Who would have thought it? The per capita purchasing power in the core catchment of the airport is 10% above the German average. This was recently confirmed by market research institute GfK!

3rd BENEFIT

NürnbergMesse Group is one of the European leading fair companies on the world. The city of Nuremberg has a lot to offer as a location for congresses and events. NürnbergMesse hosts international exhibitions with up to 1.5 million visitors. This guarantees additional traffic and supports your business, particularly in the first quarter of the year. NürnbergMesse trade fair venue is growing: €700 million will be invested in its real estate, infrastructure and innovations in the upcoming years.

4th BENEFIT

120 national and international trade fairs and congresses in Nuremberg per year.
After winning our first World Routes Award in 2017 in the smallest category, we set a new passenger record, moved up to the 4-20 million passengers category – and won again in 2018. Our focus, however, is on sustainable growth and increasing yields for our airline partners.

Our strategy is to improve connectivity and market diversity, as well as to provide active support for our partners. We offer incentives such as our Blue Ocean Bonus and marketing support to promote new routes and build long-term partnerships. Airline network planners call us “route consultants”, as we perfectly understand their needs.

Unserved routes ahead:
ARN / LHR / DUB / LIS / MOW / VLC

Tourist heaven – with its Imperial Castle, one of the oldest Christmas markets and the Documentation Center on the former Nazi Party Rally Grounds, Nuremberg boasts some significant attractions. As well as being a convenient business gateway, the region is growing in popularity as a tourist destination.

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8th BENEFIT
AVOID THE SHARK TANK
AND ENJOY THE BENEFITS OF
GROWTH OPPORTUNITIES
in the blue ocean

We present, high above the mainland - day or night. This is a number of landing and take-off movements per day. On average, two to three per hour. On average, two to three per hour. On average, two to three per hour. On average, two to three per hour. On average, two to three per hour. On average, two to three per hour. On average, two to three per hour. On average, two to three per hour.