

Sunday, October 27th 2019

Essen -

Final report of the 37th Internationalen Spieltage SPIEL '19

## **World's largest trade fair for board and card games SPIEL '19 ends once more reporting record figures - Games industry starts Christmas trading in optimistic mood**

**The world's largest fair for board games SPIEL '19 ended today with record participation figures of 209,000 game fans, buyers and licensees from all over the world (previous year 190,000). With around 1,200 exhibitors (previous year: 1,150) and more than 1,500 new releases (previous year: 1,400), the trade fair had already broken its previous year's record from the start. The significantly larger exhibition area, the new hall structure and the improved admission system ensured an even better games event experience.**

The industry has experienced an unprecedented boom in recent years and reports record sales figures for 2019. The modern world of board and card games is fascinating more and more people: the world's largest public event for board games attracted a record number of 209,000 game fans to the Essen exhibition halls over the last four days. Young adults in particular are becoming more and more enthusiastic about the hobby and are consciously opting for a form of analogue entertainment.

The EDUCATORS' DAY, which was held for the first time as part of the SPIEL, also showed that playing is more than just entertainment. It gave educators, teachers and interested persons the opportunity to find out about the potential of board games in schools and in adult education. Several panel discussions dealt, among other things, with the situation of Iranian board game publishers and the question of the ecological footprint that board games leave behind.

Once again, the innoSPIEL award offered important consumer orientation. The family game AB DURCH DIE MAUER won the award for its particularly innovative concept:

- In AB DURCH DIE MAUER, 2-4 ghosts want to disguise themselves and are looking for the necessary accessories. But the wardrobes are suddenly no longer where they once were. AB DURCH DIE MAUER creates the illusion that game pieces can really walk through walls. This is done using the innovative combination of a rotating game board with three magnetic sliders, which are embedded under the playing surface. AB DURCH DIE MAUER by Jürgen Adams, Zoch Spiele, 2-4 players, from 7 years, 20 minutes, approx. 35,- EUR.

Two big charity campaigns were also part of SPIEL '19: The cake donation campaign "BrettSPIELcake" and the sale of games donated by publishers. This meant an attractive donation to the value of 10,770 EUR could be presented on Sunday to the association "Balu und Du", which promotes extra-curricular activities for primary school children aged between 6 and 10 years. The latter will use the money for the start-up funding for a new location in Essen.

On the occasion of SPIEL '19, the Association of Games Publishers (Interessengemeinschaft Spieleverlage e.V.) reported growth of 4% for the year 2019. Over the past five years, the German board game industry has grown by over 40%. Among all toys, classic games and puzzles are the most important product group in the Christmas trading period.

The next Internationale Spieltage SPIEL '20 will take place from 22.10. - 25.10.2020 at Messe Essen. Organizer: Friedhelm Merz Verlag, D-53173 Bonn, Bismarckallee 8. Telephone at the booth +49 (0)201/7244800 or in Bonn +49 (0)228/344273, E-Mail: [info@merz-verlag.com](mailto:info@merz-verlag.com), [www.spiel-messe.com](http://www.spiel-messe.com).