

Press Release

CYCLINGWORLD SOLD OUT, URBAN HUB ON HOLD

Demand for stand space at Areal Böhler significantly exceeds supply. Nevertheless, exhibitors and organisers have decided against continuing the city-centre location introduced in 2026 in its current form.

Cyclingworld Europe is fully booked for its next edition, taking place from 12 to 14 March 2027. All available stand space at Areal Böhler in Düsseldorf has been allocated, and the waiting list is long. At present, additional companies can only secure a place if exhibitors who have already registered cancel their participation.

Against this backdrop, the response to the Urban Hub is all the more noteworthy. The



organisers introduced the additional location in Düsseldorf city centre for the first time in 2026, expanding Cyclingworld beyond its established venue at Areal Böhler. Despite the limited availability of space at the main site, the concept will not continue in its current form for the time being. A survey of exhibitors and companies on

the waiting list showed that the majority were not interested in taking up an additional presence in the city centre.

A total of 422 people from among exhibitors and companies on the waiting list were contacted for the survey. Around 80 per cent were opposed to participating in the Urban Hub, while approximately 20 per cent expressed a general interest. Whether this interest would have translated into actual participation would also have depended on the specific conditions, particularly the location and its distance from Areal Böhler.

The main reasons cited against participation were the additional organisational effort involved and a lack of staff capacity. Other factors included the preference to concentrate on the established venue at Areal Böhler and the extra costs associated with maintaining a

presence at a second location. The unpredictable weather in March was also cited as a consideration for an outdoor venue.

The findings show that strong demand for Cyclingworld does not automatically translate into a willingness among exhibitors to extend their participation to an additional location. Instead, many companies appear to prefer to focus their staffing and financial resources on the main venue. The organisers will continue to assess how additional formats beyond Areal Böhler might develop in the future.

About CYCLINGWORLD EUROPE

Since its launch in 2017, CYCLINGWORLD EUROPE has steadily developed into the “place to be” for Europe’s bicycle and e-bike industry. It is now established as the premium event for high-quality, innovative and stylish brands on the continent. At the beginning of each cycling season, Europe’s bike business insiders gather at Düsseldorf’s Areal Böhler – one of the most spectacular event venues in Europe – to present the most exciting products from the world of bicycles and e-bikes to a wide public audience.

The CYCLINGWORLD EUROPE team has always combined bicycle and e-bike enthusiasm with the expertise of internationally experienced event professionals.

Press information and print-ready image material are available free of charge at:

<https://www.kernpunktpr.de/pressebereich#cyclingworld-europe>

Further information: <https://cyclingworld.de/en/>

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October 2026

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