



Press release

IFA 2025: Ticket sale for private visitors open now!

Berlin, 05 June 2025 – IFA Berlin, the world's largest event for home & consumer tech, has officially opened the ticket sale for private visitors for its 2025 edition: ifaberlin.seetickets.com. The event will take place from **5 to 9 September 2025** at Messe Berlin.

This year's ticketing model introduces new access times and an adjusted price structure – with a clear focus on **comfort, inclusivity and value** to enhance the visitor experience across all audience groups. Furthermore, select exhibition halls are under renovation during the event, and the updated entry structure is designed to ensure better crowd management and smoother operations.

New ticketing structure. Same WOW.

IFA 2025 places greater emphasis on accessibility, comfort, and value. The updated ticketing model reflects how most guests plan their time at the event, while enabling more focused access to exhibits, activations and features.

The opening hours of IFA 2025:

- **Private visitors:**
Friday, 5 September: 12:00–18:00
Saturday to Tuesday, 6–9 September: 10:00–18:00
- **Families, school groups & visitors with disabilities:**
Daily, 5–9 September: 10:00–18:00
- **Trade visitors, professionals & media:**
Early entry with access to the Trade Visitor Lounge from 08:00 via “Messe Süd” entrance, exhibition access from 09:30.

These adjustments ensure a safer, more relaxed and comfortable experience during peak times – particularly on Friday mornings, which continue to be reserved for political, media and business delegations as well as for families, school groups and visitors with disabilities. To avoid missed moments, **major public programming will start after 12:00** on Friday.

Fair pricing that prioritises experience

Following the special pricing during IFA's 2024 centenary, ticket prices have been adjusted for 2025 to reflect a fair balance of **access and experience**.

Visitors who book in advance online save up to 22%:

- **Adults:** €19.50 advance / €25.00 on site
- **Students:** €12.00 advance / €14.00 on site
- **People with disabilities:** €12.00 advance / €14.00 on site (free companion ticket)
- **Kids:** Free admission for children aged 15 and under
- **School Group:** €39.00 (2 teachers + up to 33 students)
- **Family:** €39.00 advanced / €50.00 on site (2 adults + up to 3 children)

Meanwhile, the **IFA Sommergarten** will once again host concerts and live programming, with separate tickets available for all IFA visitors. **Each IFA Sommergarten ticket includes same-day admission to IFA.**

Join us in Berlin from 5 to 9 September 2025 – where inspiration, entertainment and next-gen tech come together. More information at ifa-berlin.com.

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