

news +++ Ambiente/Christmasworld/Creativeworld  
06 to 09/10 February 2026

**ambiente**

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## Hotel booking made easy: new partnership with bnetwork supports trade fair participants

**Frankfurt am Main, 09 July 2025. Exhibitors and visitors attending Ambiente, Christmasworld and Creativeworld in 2026 can now plan their trip with even greater ease: The leading international consumer goods fairs held in Frankfurt have launched a new partnership with booking service provider bnetwork. The globally renowned accommodation specialist is offering a curated selection of hotels near the exhibition grounds – with attractive rates and a strong commitment to service – via <https://ambiente.bnetwork.com>.**

“With bnetwork, we are gaining a partner that is highly experienced in handling major international events and stands out for its efficiency, transparency and excellent customer care,” says Julia Uherek, Vice President Consumer Goods Fairs at Messe Frankfurt. “Our aim is to offer our exhibitors and visitors simple and budget-conscious hotel booking options to suit every need – especially in times of limited availability and high demand.”

bnetwork provides a wide range of accommodation to suit every budget and preference – from business hotels directly adjacent to the fairgrounds to affordable hotels within walking distance. The new service is now available for all three consumer goods fairs, which will take place from 6 to 10 February 2026.

**For information and bookings, visit <https://ambiente.bnetwork.com/>  
E-mail: [ambientehotels@bnetwork.com](mailto:ambientehotels@bnetwork.com)**

### **About bnetwork**

bnetwork is a globally active specialist in accommodation management, headquartered in France. The company provides tailored, digital booking solutions for major global events – from film festivals and sporting competitions to world-leading trade fairs.

### **Upcoming trade fair dates:**

The next editions of the consumer goods fairs will once again take place simultaneously at Frankfurt Fair and Exhibition Centre in early February.

Ambiente/Christmasworld: 06 to 10 February 2026

Creativeworld: 06 to 09 February 2026

### **Note for journalists:**

Discover further expert knowledge and ideas for retail on [Conzoom Solutions](#). With the [Conzoom Circle](#) network, Messe Frankfurt links the most important international platforms for the global consumer goods and retail industry and bundles industry knowledge and expertise.

**Press releases & images:** [ambiente.messefrankfurt.com/press](http://ambiente.messefrankfurt.com/press) | [christmasworld.messefrankfurt.com/press](http://christmasworld.messefrankfurt.com/press) | [creativeworld.messefrankfurt.com/press](http://creativeworld.messefrankfurt.com/press)

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**Background information on Messe Frankfurt**

[www.messefrankfurt.com/background-information](http://www.messefrankfurt.com/background-information)

**Background information on Conzoom Circle**

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