



Toy Fair 2011 – What a Success!

Toy Fair 2011 saw more than 10,000 buyers with a dramatic increase in licensors, entertainment executives and advertising/marketing executives – +35%, +53% and +40% respectively. The total number of attendees increased by 3%, international buyers increased by 9%, international attendees in total were up 13% (more than 10% of trade guests were international), and media attendance increased by 19%!

See what you missed! Watch live coverage of the show, videos, photos and visit the [Toy Fair Blog](#) for news on the hottest toys and latest trends.



Design, Discover and Learn is a growing trend featuring play products that emphasize "camouflage learning" (learning is fun) and "geek chic" (learning is cool).