



Title: f.re.e – The Fair for Leisure and Travel  
 Organiser: Messe München GmbH  
 Venue: Munich, Germany  
 Date: 18 – 22 February 2026  
 Research done by: Gelszus Messe-Marktforschung GmbH



## Visitor Structure

### f.re.e – The Fair for Leisure and Travel 2026

**Overall number of visitors:** 136.033  
**Share of private visitors:** 89%  
**Share of trade visitors:** 11%

#### Regional origin

Up to 50 km	<b>49%</b>
More than 50 up to 100 km	<b>32%</b>
More than 100 up to 300 km	<b>15%</b>
More than 300 km	<b>3%</b>

#### Country

Germany	<b>97%</b>
Foreign countries	<b>3%</b>

#### Gender

Male	<b>52%</b>
Female	<b>48%</b>
Divers	<b>1%</b>

#### Age

Up to 20 years	<b>5%</b>
21 to 30 years	<b>13%</b>
31 to 40 years	<b>11%</b>
41 to 50 years	<b>18%</b>
51 to 60 years	<b>24%</b>
61 to 70 years	<b>23%</b>
More than 70 years	<b>7%</b>

#### Profession

Free lancer	<b>14%</b>
Managing Director or similar	<b>2%</b>
Head of Department or similar	<b>2%</b>
Head of Team	<b>10%</b>
Lecturer / Teacher / Research associate	<b>2%</b>
Other employee / Civil servant	<b>33%</b>
Trainee	<b>2%</b>
Other professional position	<b>10%</b>
Pupil / Student	<b>5%</b>
House wife / House husband	<b>2%</b>
Pensioner / Retired person	<b>17%</b>
Other non professionals	<b>1%</b>

#### Net household income

Less than 1500 €	<b>9%</b>
1500 € up to less than 2500 €	<b>10%</b>
2500 € up to less than 3500 €	<b>14%</b>
3500 € up to less than 4500 €	<b>20%</b>
4500 € up to less than 6000 €	<b>20%</b>
6000 € and more	<b>27%</b>

#### Size of household

1 person	<b>23%</b>
2 persons	<b>50%</b>
3 persons	<b>12%</b>
4 persons	<b>12%</b>
5 and more persons	<b>4%</b>

#### Frequency of visiting the fair

First-time visitor	<b>28%</b>
Visitor of several times	<b>38%</b>
Regular visitor	<b>34%</b>

#### Purchase or order activities

Purchase or order at the fair	
Yes	<b>31%</b>
Maybe	<b>42%</b>
No	<b>27%</b>

#### Follow-up business

Intention to make a purchase at a later date	
Yes	<b>22%</b>
Maybe	<b>66%</b>
No	<b>12%</b>

Rounding differences possible