



Exhibitor statements

- in alphabetical order -

Bettina Berndorfer, Regional and Product Manager, DANUBE UPPER AUSTRIA Tourist Board

“For us it was important to be present at f.re.e because the Danube region in Upper Austria enjoys a really attractive biking and hiking offering. The Bavarian market looks extremely interesting for us in this respect. The distance between us in the Danube region and the greater Munich area is simply ideal for a short vacation.

And brochure use has never been so high. The atmosphere following the Covid-19 interlude is tremendous. Everyone was looking forward to finally being at the trade fair again and is so motivated. The cycling vacation and camping topics are especially interesting for travel enthusiasts after the pandemic.

The exhibitor offering is extremely diverse, and the fair is exceptionally attractive.”

Hermann Braun, Managing Director, Braun Reisemobile

“We’re here at the fair for the first time and are extremely happy with the quality of the visitors. We’re looking forward to taking part again next time.”

Marie Gérard, Owner, Wohnwagen Gérard

“We’re so happy to at last be present at f.re.e again after three years. It was a great trade fair with so many visitors, great talks and super interested people. We’re already looking forward to f.re.e 2024.”

Holger Gerlach, Regional Sales Manager South, Condor Airlines

“After being away for so long it was really important again to be able to show our product to the end customers. They were all very interested, very curious, and had so many questions about our product. The visitor numbers were also superb as well, with customers visiting our stand continuously. Of course all the visitors know Condor, but they were also very interested in what’s new and the new routes we’re offering in Munich. I really think f.re.e is a beneficial and important end customer fair.”

Torsten Gläßer, Owner, Tauchsport Gläßer

“As a diving business, and after such a long break, we really appreciate being able to exhibit at f.re.e again. The visitors make it abundantly clear that they’ve also missed the hustle and bustle of the fair. Being at f.re.e and therefore making diving in Germany attractive for the diving community really paid off for us, and we also scored well with service for equipment and maintenance.”

Gabriele Graf, Assistant Branch Manager, Fahrrad Zimmermann

“Back to the fair at last after a long break. We’re so happy to be here.”

Matthias Grick, Operative Marketing Manager, KTM Fahrrad

“f.re.e is a regular feature of our event calendar and provides the best opportunity to present our product highlights to end customers as the season begins.

All of the fair's topics, including those outside the bike hall, appeal to our target groups. Due to our strong dealer structure in the surrounding greater area, Munich is an ideal location, both for B2B and for B2C contacts. The excellent exhibitor and visitor numbers at f.re.e speak for themselves."

Jürgen Jung, Managing Director, Watersport Europe

"f.re.e is a superb trade fair for us. We're certainly coming back!"

Maricci King, Marketing Manager, Memmingen Airport

"For us it is important to present Memmingen Airport to travelers as an alternative to the big airports, to show them that you can also fly to an incredible amount of destinations from here. The atmosphere was amazing – everyone was motivated, interested and open."

Jana Královcová, PR Manager, CzechTourism Germany

"For us it was important to be at f.re.e because Bavaria is the Czech Republic's next door neighbor and Germans are our number one foreign tourists. We always look forward to an interested public in Munich – and it was the case this year as well. There are travel enthusiasts that have never been to the Czech Republic and want to plan their first visit with our support. And there are those that have already visited our country, were impressed and want to discover more. There was a great atmosphere here. You really can see the desire to travel after the Covid-19 break. Depending on the visitor day there were different focus points with the visitors. Generally speaking, however, the bike tourism topic was most in demand, as were hiking areas with fortress and castle landscapes and our spas. We were also really happy, among other things, about the visit by Ivana Červenková, the Czech Consul General in Munich, with whom we discussed the importance of our projects in Munich and Bavaria."

Stefan Kreppel, Owner, Trigano Faltcaravan

"Being able to exhibit at f.re.e again after such a long break is great. We welcomed so many interested visitors at our stand. f.re.e delivered once again with excellent organization and we're already looking forward to f.re.e 2024."

Mike Labinschus, Sales Manager, Campwerk

"We're really excited that we can exhibit at f.re.e again after a two-year break. We are very positively surprised that so many people visited the fair even the first days during the week. We had so many interesting, wonderful talks and also made some deals."

Felix Mäncher, Assistant Manager and Events at the Munich Section of the German Alpine Club

"For us as the Munich and mountaineering sections of the German Alpine Club, f.re.e offers an excellent opportunity to present ourselves to leisure-interested visitors. We make contact with people right there and can inform them about many of our topics. Nature conservation, service offering and tour advice are just a small part of it all. f.re.e is an important event for us, where we talk in person with our target groups."

Thomas Müller, Trainer, Site Manager Bavaria, Deutsche Akademie für Waldbaden

"We at the Deutsche Akademie für Waldbaden were at f.re.e for the first time in 2023, and it certainly won't be the last. There were many visitors, lots of talks and lots of forest wonders. The organization was perfect and we had so much fun being there."

Peter Penzkofer, Branch Manager, Multicycle

"f.re.e is one of the leading trade fairs in the leisure activities area, and with its own bike hall and its dates it is the perfect platform to promote bike products. The central venue and the broadly diversified range of topics presented at the trade fair make f.re.e an extra special event. My personal highlights at f.re.e were the good mood and great talks with the bike-crazy customers."

Franz Reil, Management, Tourismus Oberbayern-München e.V., Tourismusverband Allgäu/Bayerisch-Schwaben e.V

“For us f.re.e in Munich is an important date in the trade fair calendar. We are especially happy with the visitor numbers and demand. For 2024 we’re hoping for a return of the numerous missing exhibitors, especially in the tourism sector.

The demand for nature and active vacations in the Allgäu and Upper Bavaria regions in particular remains high.”

Karl Schlössl, Manager, La Marca Mobility GmbH

“f.re.e is an absolute success for us. We would like to thank our numerous buyers at the fair, and the many, many new interested parties. Of course we are very much looking forward to being here again in 2024, even bigger and even more beautiful.”

Simon Schweiger, Managing Director, Autohaus Schweiger, Austria

“f.re.e again at last! After the two-year break we were so happy to be there this year with no less than ten vehicles on 360 m², and the fair did its name proud once again – five days full of freedom, leisure and travel. We presented our VW Camper models, our ‘myventure’ rental platform, the Deseo Caravan from Knaus and we even had a world premiere with the new ABT XNH Camper. The visitors’ feedback for our exhibition was incredible and I think some of them will drop into our showroom, ‘The Bullishow’ in Reutte. Being at f.re.e was especially important for us, firstly to meet existing customers from the greater Munich area, but secondly to also be able to present our wide-ranging offering to new people. It was great to interact with partner companies and other exhibitors as well. The highlight for me personally was the time with my team on site, and seeing how the visitors are impressed by our stand and our offering.”

Kristjan Staničić, Director, Croatian National Tourist Board

“I am pleased with the overall presentation of the Croatian tourism offering to the many partners and visitors in Bavaria, which have shown a great interest in vacationing in our country. I would also take this opportunity to note that we welcomed over 3.4 million German visitors last year. A record number of Germans spent their holidays at many of our coastal destinations. Presenting Croatia at this year’s fair was especially important, with feedback from both our Bavarian partners and friends being optimistic and based on current data we can expect an exceptionally good tourism year.”

Zeynep İlayda Teksöz, Marketing Specialist, CRAWLER KARAVAN TİC. A.Ş., Turkey

“At f.re.e there are so many visitors who are potential customers for us. So the quality of the visitors is quite good. The timing of the event is set perfectly for Germany. Even on weekdays there are so many visitors at f.re.e, so the atmosphere becomes much more positive when we see the crowd. Because of the trade fair’s location we can reach not only Germany, but also other countries as well, such as France, Austria or Switzerland.”

Ben Wawra, Founder, Spacecamper

“Even as a half-Prussian, I really feel at home at f.re.e.”

Tobias Weitendorf, Managing Director of the Mecklenburg-Western Pomerania Tourist Board

“We noticed that Mecklenburg-Western Pomerania is very popular with guests from the south, that many visitors have very specific ideas about a vacation in the northeast, and even better still, that it’s not their first time vacationing here. Offers for camping and biking holidays were especially high in demand. Mecklenburg-Western Pomerania holds all the aces here – Europe’s best camping site in Kühlungsborn for example, or the long-distance Berlin–Copenhagen Cycle Route, which we will especially showcase in 2023 because of its multiplicity.”

Franziska Zander, Specialist Live Communication, AIDA Cruises

"The visitors to our fair stand were really interested and many of them already had specific travel plans. The atmosphere was really good – after such a long time everyone is looking forward to enjoying advice and consultation in person again. My personal highlight was the artificial lake. I have really never seen anything like this, especially the size, at a fair. Unfortunately a canoe trip wasn't possible, as there was always lots going on at our stand from early in the morning until we closed."

Julia Zirn, Marketing Manager, Vickywood

"The VICKYWOOD team is very pleased to be part of f.re.e in Munich for the first time this year. As a manufacturer of roof tents & camping accessories, the 'Caravanning & Camping' area is the most interesting for us. The audience and the atmosphere are great - you can really tell that people are keen on the upcoming camping season".