



Become partner of f.re.e 2024!

14th – 18th February 2024

Die Reise- und Freizeitmesse.
14.–18. Februar 2024



Fair for Leisure and Travel

Bavaria's largest adventure and sales show with a wide range of topics related to leisure and travel.

Key figures from f.re.e 2023

- More than 160,000 visitors
- Around 900 Exhibitors from over 50 countries
- More than 67,000m² of exhibition space in 6 halls
- 550 international journalists

97% of exhibitors want to participate in the next f.re.e

97% of the visitors recommend f.re.e



Messe Munich Fairground

- Continuous growth on a new, innovative and fully equipped fair ground
- Whether you are travelling by public transport, train, car or plane our exhibition center is easily accessible by all modes of transport



As of June 6, 2023
Subject to change



Gaining special attention – a good reason to become the partner country or brand of f.re.e



Each year one partner country is the focus:

- 2023: Croatia
- 2020: Italy
- 2019: Czech Republic
- 2018: Malta
- 2017: Egypt
- 2016: Seychelles
- 2015: Spain



Advantages of a partnership

- ✓ Make your country or region the focal point of the trade fair
- ✓ In addition to your stand space, you will receive an exhibition space in the Entrance East free of charge
- ✓ Participation in the opening ceremony followed by a tour of the fair including a visit of the partner's trade fair stand
- ✓ Increased visibility on the fairground through additional advertising space
- ✓ Optional: Special attention in the media by having a timeslot at the main press conference prior to f.re.e
- ✓ Full participation in all areas by using the stages - the partner is granted the possibility to choose preferred times.
- ✓ Visibility of partner logo on many advertising materials of f.re.e

There are many ideas – talk to us!



Statements of previous partner countries



Kristjan Staničić, Direktor, Croatian National Tourist Board

"I am pleased that we were able to present Croatia's entire tourist offer to the many partners and visitors in Bavaria who have shown great interest in a holiday in our country. I would like to take this opportunity to point out that we welcomed over 3.4 million German visitors last year. A record number of Germans spent their holidays in many of our coastal resorts. Our presence at this year's fair was particularly important, the feedback from our Bavarian partners and friends is optimistic and as things stand we expect an exceptionally good tourism year."

Monica Bonaspetti, Marketing Officer at the Italian Tourism Association ENIT, therefore drew a positive conclusion:

"f.re.e 2020 ran very well for us. We had a lot of visitors—especially in the morning. We were particularly pleased that we were also able to show the unknown sides of Italy."

Marketa Chaloupkova, Director of the Czech Head Office for Tourism, CzechTourism, in Germany, drew a positive balance:

"The partnership with trade fair f.re.e in Munich has confirmed the steadily increasing popularity of the Czech Republic among German tourists. We are particularly pleased that our Bavarian neighbors want to explore the diversity of our country even more. The great interest makes us optimistic that Czech tourism will have another record year."

Albert Friggieri, Maltese Ambassador in Germany: "The visitors showed a great interest in Malta on all days of the fair and concrete asked questions about holiday planning. At f.re.e we were able to show how much our little country has to offer for holidaymakers. "

Edith Hunzinger, Director Seychelles Tourist Board Germany, is enthusiastic about attending f.re.e 2016: "For us, it was great to be at f.re.e for the first time ever. The visitors were fascinated by our varied travel offers and the daily performances of our artists and dancers who brought the Seychelles to Munich for five days. We'll definitely be back next year."

Alvaro Blanco Volmer, Director of the Spanish Tourist Information Office in Munich, said enthusiastically: "Despite skiing and hiking weather, numerous visitors have strolled through the exhibition halls. The excellent placement of our booth and the very efficient communication by the trade fair company has led to an obvious increase of visitors at our stand."

Facts / Review f.re.e 2023

Here you can find further information about the previous event:

- [Final Report f.re.e 2023](#)
- [Statements about f.re.e 2020](#)
- [Marketresearch data as well as marketing- and press activities f.re.e 2023](#)
- [Visitor structure f.re.e 2023](#)
- [Image film f.re.e](#)
- [Pictures f.re.e](#)



Your Contact

Join us and put your country or brand in the center of the show!
If you have any questions, please feel free to contact us:



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We look forward to working with you!