

# VISITORS

WITH PURCHASING POWER  
USE THIS OPPORTUNITY  
FOR YOUR BUSINESS



f.re.e has established itself as an unmissable highlight and is an integral part of your customers' annual calendar. As Germany's most active travel and leisure trade fair, it attracts numerous visitors year after year - because visitors can expect a comprehensive range of active leisure activities - all under one roof!

Regular and first-time visitors with strong purchasing power plan their visit specifically to obtain information and inspiration and to make bookings and purchases. Take advantage of this unique opportunity!

**SAVE THE DATE**  
FEBRUARY 10-14, 2027

**5** interlocking exhibition areas:  
**Travel, Caravaning & Camping,  
Bicycle, Water Sports and  
Outdoor & Fitness**

Number of visitors in 2026 with the Trio Trade  
Fair Package\*  
**more than 136,000 over 5 days**

**Free presentation opportunities**  
for exhibitors on various stages.

**Elaborately designed  
test areas**  
bring your products to life.

**Attractive placements** thanks  
to column-free exhibition halls with daylight.

Visitors to f.re.e have an average monthly net  
**household income  
of 4,540 EUR.**

\*2026: f.re.e + Münchner Auto Tage + IMOT

## MARKETING & PR

Maximum visibility across all channels Status as at f.re.e 2026

- **Radio**  
Around 354 spots with 12.4 million gross contacts in Germany and Austria
- **Out of Home**  
Outdoor advertising campaign in the greater Munich area with over 285 million contacts reached
- **Online & Social Media**  
Around 56.7 million impressions from organic and paid campaigns, as well as influencer content
- **E-Mail-Marketing**  
96,000 email contacts in the campaign flow
- **Print**  
Advertising placements and inserts with a circulation of around 1.1 million
- **PR**  
Over 124 million media coverage and more than 600 journalists and content creators on site
- **Podcast f.re.e talk**  
Around 64,000 streams since release\*\*  
\*\*12/11/2024

# GOOD REASONS TO EXHIBIT: IN THE TRAVEL SECTION AT F.RE.E 2027!



## THE EXHIBITION AREA TRAVEL

- **A wide range of offers:** In the Travel section, you will find the right exhibition environment for you – clearly arranged by country and region.
- **Target group with purchasing power:** At f.re.e, you will meet travel-loving trade fair visitors who are already planning their annual vacation in February. 81% of visitors are particularly interested in the travel sector. With your expert personal advice, you build up a unique customer relationship. This allows you to cultivate your image and benefit from on-site sales as well as profitable post-fair business.
- **Cruise & Ship Travel:** The Cruise & Ship Travel area is centered around the Cruise Stage. Exciting and inspiring presentations invite visitors to immerse themselves in the world of travel on the seas and rivers. The area is complemented by our traditional cruise advice service, where cruise sailors and motorboat vacationers can obtain important information and advice.
- **Additional presentation platforms:** Whether f.re.e stage or travel stage – use the numerous stages at f.re.e to increase your reach and trade fair presence – at no additional cost.
- **Attractive supporting program:** The exciting supporting program brings the topic of travel to life and offers information and inspiration at the same time.
- **Trade visitor program:** Thursday is once again all about pure knowledge – offer your own presentations or attend a presentation – here you will find first-hand knowledge and contacts, completely free of charge.

## PARTICIPATION PRICES (net per m<sup>2</sup>, excluding stand construction)

Stand space		Early bird up to March 3, 2026	Regular from March 21, 2026
Row stand	(1 side open)	134 EUR	144 EUR
Corner stand	(2 sides open)	144 EUR	154 EUR
End stand	(3 sides open)	150 EUR	160 EUR
Island stand	(4 sides open)	158 EUR	168 EUR
Island stand from 150 m <sup>2</sup>	(4 sides open)	150 EUR	160 EUR

### Additional fees:

- Mandatory communications fee: 240 EUR
- AUMA fee: 0.60 EUR/m<sup>2</sup>
- Fixed waste-disposal fee: 3.50 EUR/m<sup>2</sup>
- All prices subject to VAT.

### Fee for co-exhibitors: 240 EUR

**Stand package:** Your trade fair participation is particularly convenient if you book the f.re.e stand package in addition to your space – the most important services are already bundled here.

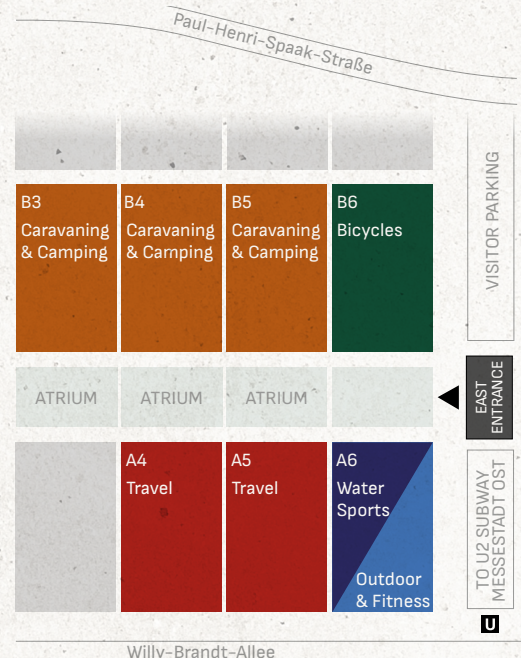
### How you will benefit in 2027

- stable prices for large exhibits
- Cost reductions for power connections (4% to 22%)
- Mandatory communication fee: comprehensive service at the same price

## OUR VISITORS LOOK FORWARD TO OFFERS FROM THESE AREAS:

- Tourism organizations
- Holiday homes, vacation apartments
- Hotels, guesthouses, club resorts
- Travel agencies, tour operators
- Means of transport, carriers
- Leisure facilities
- Cruises, water tourism, yacht charter
- Travel photography
- Camping vacations
- Digital services

## PRELIMINARY HALL LAYOUT



## REGISTER NOW!

Online registration and further information can be found at:

[free-muenchen.de/en](https://www.free-muenchen.de/en)

## YOUR PERSONAL CONTACTS:

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