



Become our partner country for f.re.e 2023!

22 to 26 February 2023

Die Reise- und Freizeitmesse.
16.-20. FEBRUAR 2022

f.re.e

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 2020

- More than 130,000 visitors
- Around 1,300 Exhibitors from around 70 countries
- More than 87,000m² of exhibition space in 8 halls
- Around 900 international journalists

91% of exhibitors want to participate in 2020 again

98% 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



Temporary fairgrounds map (Status March 2021)

Feb. 16–20, 2022
free-muenchen.de



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



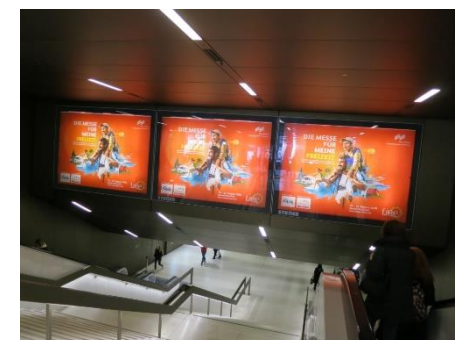
Each year, the focus is on one partner country:

- 2022: Croatia
- 2020: Italy
- 2019: Czech Republic
- 2018: Malta
- 2017: Egypt
- 2016: Seychelles
- 2015: Spain

Advantages of a partnership

- ✓ Make your country the focal point of the trade fair
- ✓ In addition to your stand space, you will receive a 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 country's trade fair stand
- ✓ Increased visibility on the fairground through additional advertising space
- ✓ Special attention in the media by attending 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 country logo on many advertising materials of f.re.e

There are many ideas – talk to us!



Statements of previous partner countries



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 2020

Here you can find further information about the previous event:

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

Your contact



Join us and put your country 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 work with you!