

Press release

Island dreams & Alpine bliss: f.re.e 2026 celebrates its 55th edition with strong partners

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- **55 times f.re.e: With the travel and leisure fair at the cutting edge**
- **Adventure partnership with Upper Bavaria: Discover the region**
- **1 ticket, 3 events: IMOT and Munich Auto Days partly parallel**

The travel and leisure fair f.re.e can now look back on 55 editions. When it takes place from February 18 to 22, 2026, in the halls of Messe München, it will be a very special edition. And the anniversary f.re.e promises to be particularly attractive. With Crete as its partner region and an adventure partnership with Upper Bavaria, the fair offers a particularly diverse and experiential program.

55 times f.re.e – an anniversary full of leisure and travel moments

Since 1970, f.re.e has been helping people plan their leisure and vacation experiences. "Back then, tourism and leisure as we know it today were still in their infancy," says f.re.e project manager Katrin Leideritz. "Air travel was just beginning to become affordable, and leisure activities as an important part of life were also a largely new phenomenon. But one thing hasn't changed: if you want to find out about the latest trends in travel and leisure, f.re.e is the place to be."

Mediterranean joie de vivre at the end of winter: partner region Crete

While Greece was still unknown to many as a travel destination 55 years ago, the country has long since established itself as a popular destination. At f.re.e 2026, the country's largest island will be presented as a partner region: Crete stands for cultural diversity, Mediterranean joie de vivre, cuisine, and impressive nature – from historical sites to spectacular mountain ranges and beautiful beaches.

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The whole diversity of Upper Bavaria in the exhibition halls

f.re.e 2026 has also entered into an experience partnership with Upper Bavaria. The region is bringing the whole spectrum of its nature, culinary, and leisure offerings to Munich, allowing visitors to experience Upper Bavaria right in the exhibition halls – from mountain and lake landscapes to cultural traditions to family-friendly excursions and activities. "We are very pleased about the experience partnership with f.re.e," says Oswald Pehel, Managing Director of Tourism Upper Bavaria. "It offers us a unique platform to bring the diversity of Upper Bavaria's strong destinations and experience partners to life in the immediate vicinity of f.re.e. – from our Alpine landscapes and numerous leisure facilities to our cultural traditions. Our goal is to inspire people to seek out authentic, sustainable, and regional experiences."

Paddling, diving, climbing: activity and hands-on areas at f.re.e

In 2026, the approximately 900 exhibitors at f.re.e will once again offer a wide range of activities, experiences, and information. The central themes include travel, caravanning & camping, cycling, water sports, and outdoor & fitness. In the seven exhibition halls, visitors can discover new things and try out many activities for themselves. These include the bicycle and MTB course, the water basin for canoes and SUP, introductory diving, the climbing tower, and many other outdoor and fitness activities. An extensive stage program with lectures, panel discussions, show performances, and live music — including the f.re.e stage powered by Radio Arabella — accompanies the trade fair experience and provides valuable tips, inspiration, and entertainment.

A wide range of offers for car and motorcycle fans

Parallel to f.re.e, the IMOT – International Motorcycle Exhibition – and the Munich Auto Days will take place in 2026. IMOT 2026 will run from Friday, February 20 to Sunday, February 22, 2026, and will present the latest motorcycle models, trends, and technical innovations. Throughout the duration of f.re.e, visitors can also experience the Munich Auto Days, where regional dealers will present the latest vehicle models and offer advice and test drives. A special advantage for all guests: a single ticket entitles them to visit all three events.



Travel and leisure fair f.re.e

f.re.e covers the topics of travel, caravanning & camping, water sports, outdoor & fitness, and cycling. Visitors get a comprehensive overview of the market in these areas, can book trips directly, and test and purchase products on site. The varied supporting program promises additional information and entertainment.

Messe München

As one of the world's leading trade fair organizers, Messe München showcases the world of tomorrow at its approximately 90 trade fairs worldwide. These include twelve world-leading trade fairs such as bauma, BAU, IFAT, and electronica. The portfolio includes trade fairs for capital goods and consumer goods as well as for new technologies. Together with its 1,300 employees in the group and its affiliated companies, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the USA. With an international network of affiliated companies and foreign representatives, Messe München is active worldwide. The more than 150 events held each year attract around 50,000 exhibitors and around three million visitors in Germany and abroad. This makes Messe München an important economic driver, generating billions in purchasing power.