



## Press release

### **f.re.e survey: Bavaria is the federal state with the highest recreational and leisure value**

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- **29 percent of Germans vote Bavaria into first place**
- **Italy is Bavaria's favorite vacation destination**
- **Sustainability is an important factor when choosing a vacation destination**

Whether hiking or winter sports, swimming or customs: Bavaria has a lot to offer and is by far the federal state with the highest recreational and leisure value.

This was the result of a representative survey commissioned by Bavaria's largest leisure and travel trade fair f.re.e from the opinion research institute YouGov.

According to the survey, 29 percent of Germans attribute the highest recreational value to Bavaria, followed by Baden-Württemberg and Mecklenburg-Western Pomerania (9% each). If only Bavarians are asked about their favorite federal state for travel and leisure, the results are even clearer. Almost two thirds voted for Bavaria (65%), with Berlin a distant second (4%).

### **Mountains and sea: Bavaria's top 3 travel destinations**

f.re.e, which takes place from February 19 to 23 this year, is placing a special focus on eastern Bavaria. The partner region for 2025 is the Bavarian Forest and its diverse vacation and sports opportunities. But those who are drawn further afield will also get their money's worth at the trade fair. Advice, insider tips and information will also be available at f.re.e for Bavaria's top 3 travel destinations. After Germany, these are Italy (13%), Austria (9%) and Croatia (5%). By the way: Italy is also in first place in Germany as a whole but has to share it with Spain (7% each).

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### **Focus on sustainability**

"f.re.e. offers a comprehensive travel and leisure experience," says Project Manager Katrin Leideritz. "Visitors can look forward to information and hands-on activities on travel, caravanning & camping, cycling, water sports and outdoor & fitness. The topic of sustainability will play a greater role at the trade fair than ever before. Not only will our partner region, the Bavarian Forest, present its commitment to sustainability, but together with Munich University of Applied Sciences, we have also organized a virtual reality experience on the topic of ecology and travel for the first time." The f.re.e survey impressively demonstrates that sustainability is an important criterion for the general population when choosing a vacation destination. For 49 percent of Germans, sustainability is a relevant factor; in Bavaria, the figure is slightly lower than the national average at 43 percent.

### **Car is the number 1 means of transportation**

The car remains the preferred means of transportation to get to the vacation destination. 50 percent of Germans use their own car, while 16 percent opt for an airplane. Three percent of respondents use their camper or caravan, while two percent use their bicycle or e-bike. Once Germans have arrived at their vacation destination, 47% prefer to stay in hotels or guesthouses (62% in Bavaria), followed in second place by vacation apartments, e.g. via AirBnB with 22%. According to the f.re.e. survey, Germans seem to be divided when it comes to the question of whether vacation travel has become expensive for them. While 34% are of the opinion that they are not spending any more money on leisure and travel than in previous years, 28% are of the opinion that this is indeed the case.

### **To the survey**

The data for this survey is based on online interviews with members of the YouGov panel who agreed to participate in advance. A total of 2046 people were interviewed for this survey between December 3 and 5, 2024. The survey was broken down by age, gender and region and the results were then weighted accordingly. The results are representative of the resident population in Germany aged 18 and over.

### **Travel and leisure trade fair f.re.e**

f.re.e is Bavaria's largest travel and leisure trade fair, focusing on travel, caravanning & camping, water sports, outdoor & fitness and bicycles. Visitors receive a comprehensive market overview in these areas, can book trips directly and test and purchase products on site. The varied supporting program promises additional information and entertainment.



### **Munich Trade Fair**

As one of the most important trade fair organizers in the world, Messe München showcases the world of tomorrow at its more than 80 trade fairs worldwide. These include eleven world-leading trade fairs such as bauma, BAU, IFAT, electronica and ISPO. The portfolio includes trade fairs for capital and consumer goods as well as for new technologies. Together with its subsidiaries, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand and the USA. With a network of over 15 affiliated companies and almost 70 foreign representatives, Messe München is active in more than 130 countries. The more than 150 annual events attract around 50,000 exhibitors and around three million visitors in Germany and abroad.