



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 18–22, 2026

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

Target number of visitors: **Approx.**
130,000 over 5 days.

Free presentation opportunities
for exhibitors on stages and in the holiday
cinema.

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 4,550 EUR.

MARKETING & PR

Maximum visibility across all channels

- **Radio**
Around 320 spots on 55 radio stations with 17.2 million gross contacts and a net reach of 70%
- **Out of Home**
Outdoor advertising campaign in the greater Munich area with over 285 million contacts reached
- **Online & Social Media**
Around 86.4 million impressions from organic and paid campaigns, as well as influencer content
- **E-Mail-Marketing**
99,300 e-mails opened in the f.re.e campaign
- **Print**
Advertising placements and inserts with a circulation of around 1.1 million
- **PR**
Over 100 million media coverage and more than 400 journalists on site
- **Podcast f.re.e talk**
Around 40,000 streams and approx. 21,500 unique listeners in just two months

GOOD REASONS TO EXHIBIT: IN THE **TRAVEL** SECTION AT F.RE.E 2026!



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. Almost 80% 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, holiday cinema 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 m², excluding stand construction)

| Stand space | | |
|--------------------------------------|----------------|---------|
| Row stand | (1 side open) | 139 EUR |
| Corner stand | (2 sides open) | 149 EUR |
| End stand | (3 sides open) | 157 EUR |
| Island stand | (4 sides open) | 164 EUR |
| Island stand from 150 m ² | (4 sides open) | 157 EUR |

Additional fees:

- Mandatory communications fee: 240 EUR
- AUMA fee: 0.60 EUR/m²
- Fixed waste-disposal fee: 3 EUR/m²
- All prices subject to VAT.

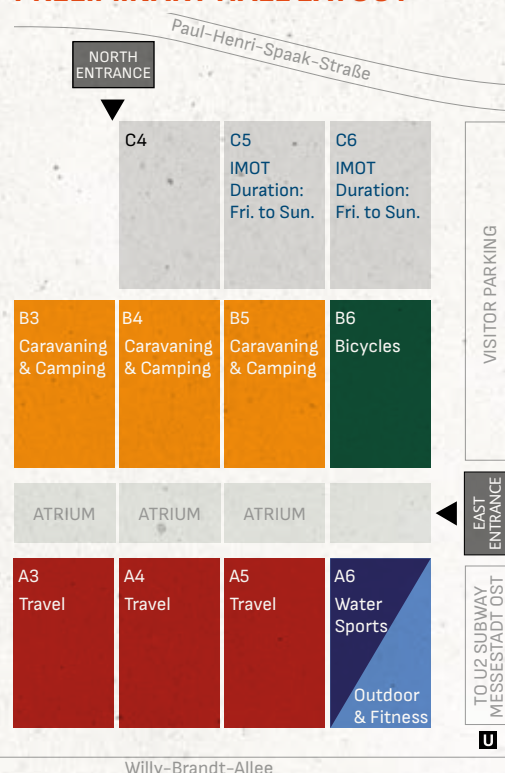
Fee for co-exhibitors: 240 EUR

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.

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

YOUR PERSONAL CONTACTS:

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