



Press release

f.re.e adds two more halls to its exhibition space

November 22, 2023

- The travel and leisure trade fair is gaining two more halls
- Upper Bavaria is the partner region for f.re.e 2024
- IMOT and the Münchner Auto Tage taking place in parallel to f.re.e

If you are looking for inspiration, information, and the right equipment for travel and leisure in one place over five trade fair days, then Bavaria's largest travel and leisure trade fair f.re.e, taking place in Munich from February 14 to 18, 2024, is the place to be. The upcoming event will be showcasing everything to do with travel, caravanning & camping, water sports, outdoor & fitness, and bicycles in a total of eight halls – A3 to A6, and B3 to B6.

Areas for caravanning & camping and travel are growing

The Travel and Caravanning & Camping exhibition areas in particular are already in such high demand that the space has been expanded, and both segments will each use one more hall. Exhibitors from the Travel segment will be located in Halls A3, A4, and A5; the caravanning & camping sector will occupy Halls B3, B4, and B5. The detailed hall plan showing all the areas is available online at <https://free-muenchen.de/en/trade-fair/hall-plan/>

Upper Bavaria is the partner region for f.re.e 2024

But there is even more news. Just like Goethe – “Why wander far and wide? The good lies so near.” – Upper Bavaria will be the partner region for f.re.e 2024. Upper Bavaria has been one of the most sought-after

Sabine Wagner
PR Manager
Tel. +49 89 949-20802
Fax +49 89 949 97-20802
sabine.wagner@messe-muechen.de

Messe München GmbH
Am Messesee 2
81829 Munich
Germany
messe-muenchen.de





areas for living and tourism in Europe for many years. Whether it's parks, cultural highlights, lakes, or castles, thanks to its scenic diversity and countless cultural and culinary highlights, the region is one of the most popular destinations for tourists from all over the world.

Event trade fair f.re.e

True to its tradition, the supporting program at f.re.e 2024 will once again cover a wide spectrum, with stages and numerous hands-on and test areas. Alongside water sports experiences like canoeing, SUP, or diving, a large outdoor area with a climbing tower, as well as play and sports stations, the well-known bicycle trail, and sailing trip advice, the Holiday Cinema and stage programs offer plenty of room for inspiration.

IMOT and Münchner Auto Tage parallel to f.re.e

In addition, another guarantee of success from the last event will be continued in 2024: IMOT, the International Motorcycle Exhibition, will take place in Halls C5 and C6 from Friday to Sunday in parallel to f.re.e. The trade fair is the meeting place for showcasing the latest motorbike and scooter models, innovations in tuning, clothing, travel, and accessories. But car fans will also get their money's worth at f.re.e 2024: From Wednesday to Sunday, the Münchner Auto Tage will once again take place in Hall C4 in parallel to f.re.e. The ticket to f.re.e is also valid for visiting IMOT and the Münchner Auto Tage.

More information can be found online at <https://free-muenchen.de/en/>

f.re.e – Fair for Leisure and Travel

f.re.e is Bavaria's largest fair for leisure and travel, with the topics of Travel, Camping & Caravanning, Water Sports, Outdoors & Fitness, as well as Bicycles. Visitors will receive a comprehensive market overview in these areas, be able to book journeys directly and test and experience products right on site. The varied supporting program promises additional information and entertainment.



Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München, the Conference Center Nord and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, South Africa and Turkey. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.