



Press release

Bavarian Forest to be f.re.e partner region 2025

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- Vacation and leisure in the green roof of Europe
- Gentle tourism and focus on sustainability
- Tradition meets modernity

Bavaria's largest travel and leisure trade fair will also continue its successful partner region concept next year. From February 19 to 23, 2025, the Bavarian Forest will be the focus of f.re.e, presenting a wide range of vacation and sports opportunities from eastern Bavaria.

The Bavarian Forest covers an area of around 6,000 km² between the Danube, the Bohemian Forest and Austria. With its nature, numerous streams and lakes, the green roof of Europe is one of Germany's most popular recreational and hiking regions. In addition, wellness hotels, and mountain bike and leisure parks offer a wide range of vacation options for families and sports enthusiasts.

Dr. Reinhard Pfeiffer, CEO of Messe München, is very much looking forward to the partner region: "The Bavarian Forest is an excellent place for Germans to vacation in their own country. They can relax there, be active and at the same time contribute to sustainable tourism. I am sure that many visitors to f.re.e will be positively surprised and impressed by this extensive offering."

Vacation in the green roof of Europe

The Bavarian Forest National Park was founded in 1970 as Germany's first national park. With its 250 km², it is also the largest national forest park in the country. Another magnet for visitors to the Bavarian Forest is the "Großer Arber" mountain. Rising to 1,456 meters, the Arber is a popular excursion destination in

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both summer and winter. The mountain huts are barrier-free and can be reached via gondola and lift. If you like hiking, the Goldsteig Trail is the right place for you. The long-distance hiking trail is 660 kilometers long and has many circular, linear and alternative routes for an all-round attractive hiking experience.

Gentle tourism and focus on sustainability

Anyone who wants to keep their ecological footprint small out of love for nature will find plenty of sustainable offers in the Bavarian Forest. Here they can enjoy a relaxing vacation at a slower pace, with individual experiences, authentic customs, and outdoor sports and adventures in green nature. Dr. Michael Braun, Board Member of the Tourism Association of Eastern Bavaria, explains: “Nature is our greatest asset in the Bavarian Forest. Anyone spending their vacation with us will experience nature up close and feel how good it is for body, mind and soul. The accommodation harmoniously combines comfort and convenience with resource awareness. That’s the concept we want to position ourselves with at f.re.e 2025.”

Tradition meets modernity

The tourist offering of the Bavarian Forest is wide-ranging, from classic guest houses, farm vacations, vacation apartments and houses, and specialized hotels to modern wellness resorts and chalets. 53 hotels have four stars, one hotel has five. With connections to the long-distance public rail network through regional buses and the Oberpfalzbahn and Waldbahn railway lines, getting to the Bavarian Forest is nature-friendly. The Bavaria State Horticultural Show will also be held in the Bavarian Forest in the year of the f.re.e partnership. Its host from May to October is the city of Furth im Wald.

The vacation and leisure opportunities in the Bavarian Forest are perfectly reflected in the five exhibition areas at f.re.e: Travel, Caravanning & Camping, Bicycles, Water Sports, and Outdoor & Fitness – the Bavarian Forest has it all. The region will provide an insight into the various offerings in February 2025 at the Munich Exhibition Center.



Find out more here:

[Travel and leisure trade fair f.re.e](https://www.f.re.e)

[Bavarian Forest](#)

[Tourism Association of Eastern Bavaria](#)

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

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at its more than 80 international trade fairs. These include eleven of the world's leading trade fairs such as bauma, BAU, IFAT, electronica, and ISPO. Its portfolio comprises 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 U.S. With a network of over 15 associated companies and almost 70 offices worldwide, Messe München is active in more than 130 countries. The more than 150 events held annually attract around 50,000 exhibitors and around three million visitors in Germany and abroad.