



# Become our partner country for f.re.e 2021!

February 24 to 28, 2021



# Fair for Leisure and Travel



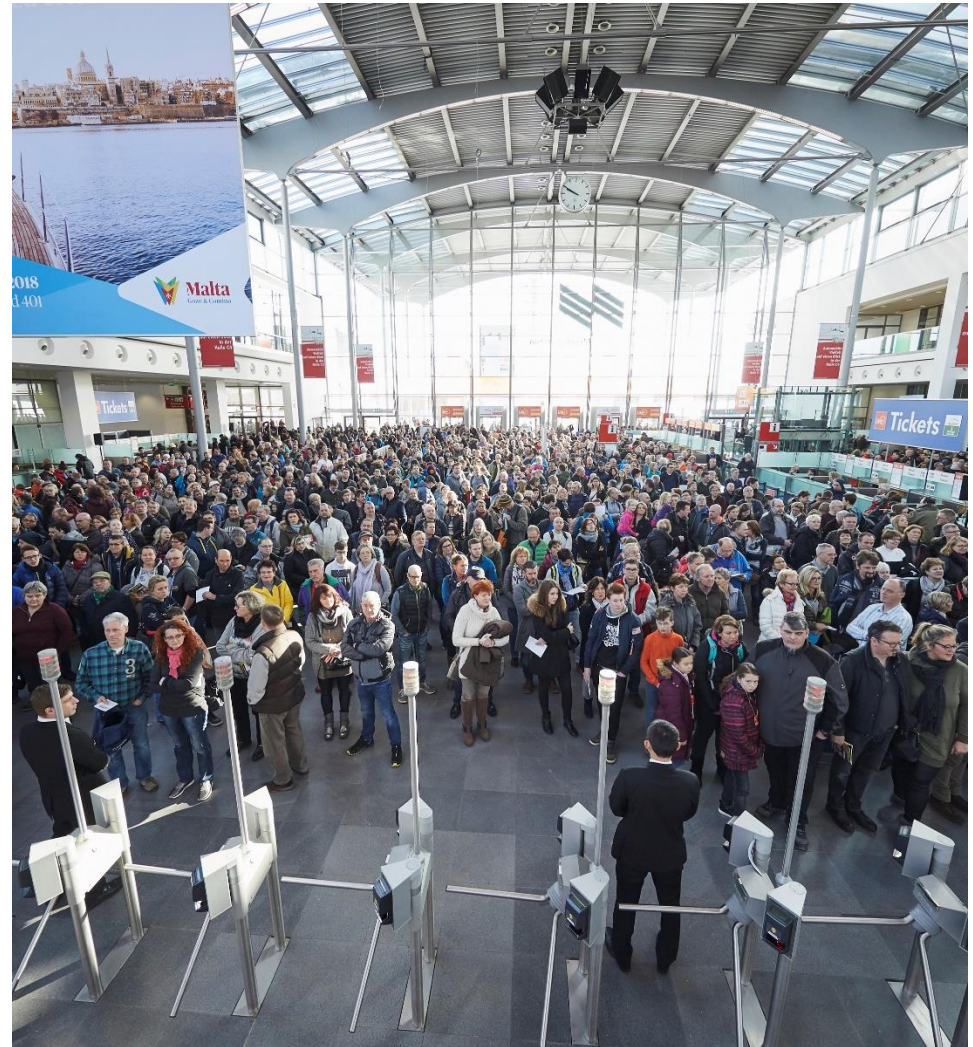
Bavaria's largest travel and leisure fair where visitors can get information and inspiration, book their next holiday and buy products for new adventures.

## Key figures from f.re.e 2019

- 140,000 visitors
- Around 1,300 Exhibitors from 60 countries
- More than 86,000m<sup>2</sup> of exhibition space in 8 halls
- Over 800 international Journalists

**97%** of exhibitors want to participate in 2020 again

**96%** of visitors gave f.re.e 2019 an overall rating of excellent, very good or good





# Messe Munich Fairground

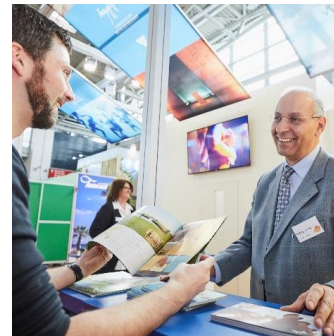
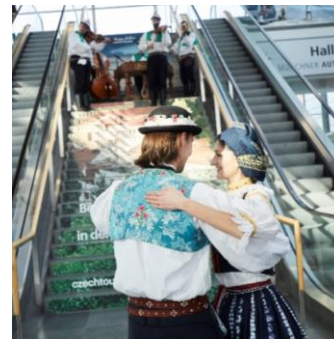
- Continuous growth on a new, innovative and fully equipped fair ground
- Whether you are travelling by public transport, train, car or plane our exhibition center is easily accessible by all modes of transport



## HALL PLAN



# Gaining special attention – a good reason to become the partner country of f.re.e

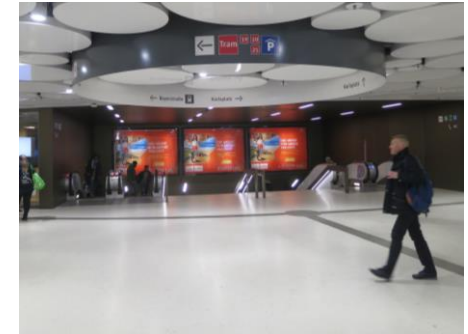


Each year, the focus is on one partner country:

- 2020: Italy
- 2019: Czech Republic
- 2018: Malta
- 2017: Egypt
- 2016: Seychelles
- 2015: Spain

# Advantages of a partnership

- ✓ Make your country the focal point of the trade fair
- ✓ In addition to your stand space, you will receive a exhibition space in the Entrance East free of charge
- ✓ Participation in the opening ceremony
- ✓ Increased visibility on the fairground through additional advertising space
- ✓ Special attention in the media by holding a press trip and attending the main press conference prior to f.re.e
- ✓ Presence in all exhibition areas by utilizing the stages – naturally the partner country has priority
- ✓ Instawalk: present your country to our bloggers
- ✓ Visibility of partner country logo on all f.re.e advertising material





## Statements of previous partner countries



**Albert Friggieri, Maltese Ambassador in Germany:**

"The visitors showed a great interest in Malta on all days of the fair and concrete asked questions about holiday planning. At f.re.e we were able to show how much our little country has to offer for holidaymakers."

**Edith Hunzinger, Director Seychelles Tourist Board Germany, is enthusiastic about attending f.re.e 2016:** "For us, it was great to be at f.re.e for the first time ever. The visitors were fascinated by our varied travel offers and the daily performances of our artists and dancers who brought the Seychelles to Munich for five days. We'll definitely be back next year."

**Alvaro Blanco Volmer, Director of the Spanish Tourist Information Office in Munich, said enthusiastically:** "Despite skiing and hiking weather, numerous visitors have strolled through the exhibition halls. The excellent placement of our booth and the very efficient communication by the trade fair company has led to an obvious increase of visitors at our stand."

# Your contacts

Join us and put your country in the center of the show!



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We look forward to working with you!