

Press release

f.re.e 2025: Experience travel and leisure trends up close

5. Dezember 2024

- **Bavarian Forest is partner region 2025**
 - **Special show for virtual reality for the first time**
- **Parallel to f.re.e: International Motorcycle Exhibition IMOT**

Just in time for the meteorological start of spring 2025, f.re.e, Bavaria's largest leisure and travel trade fair, offers everything to do with caravanning & camping, travel, water sports, cycling and outdoor & fitness. From the 19th to the 23rd of February, more than 1,000 exhibitors will be presenting the latest trends and products in a total of eight exhibition halls. A new special show will also celebrate its premiere next year. For the first time, visitors will be able to experience a vacation destination digitally using virtual reality and learn about ecology and sustainability. The virtual reality experience in Hall A3 is being organized by f.re.e together with Munich University of Applied Sciences.

Partner region Bavarian Forest: Focus on sustainability

The right balance between comfort and resource awareness is also one of the central themes with which the partner region of f.re.e 2025 is presenting itself: the Bavarian Forest. Precisely because nature is the Bavarian Forest's greatest asset, the region attaches particular importance to sustainability. The low mountain range is one of the most popular recreational and hiking regions in Germany. The region offers a lot for both wellness and active vacationers.

Varied supporting program

The Caravanning & Camping (B3, B4, B5) and Travel (A3, A4, A5) sections, each of which occupy three exhibition halls as in the previous year, are in great demand at f.re.e. Hall B6 is reserved for cycling, while Halls A6 are shared by water sports, outdoor and fitness. The detailed hall plan is available online at <https://free-muenchen.de/en/trade-fair/hall-plan/>

Dr. Matthias Glötzner
PR Manager
Phone +49 89 949-21483
matthias.gloetzner@messe-muenchen.de

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



The f.re.e supporting program leaves nothing to be desired in the coming year. For those who want to try out products and sports directly at the trade fair, the hands-on program offers many opportunities: In addition to the bike and MTB course, the paddle lake for canoeing and SUP, the trial diving and the climbing tower offer plenty of fun and inspiration. In Hall A6, there is a fitness area for all sports enthusiasts with a variety of workouts and shows. The f.re.e lecture program is also impressive and ideally complements the many active offerings. There will be many exciting presentations and discussions on a total of seven stages.

New f.re.e Stage in cooperation with Radio Arabella

The highlights of the stage program include the travel stage on international topics in Hall A3 and the new f.re.e Stage - powered by Radio Arabella. The stage will not only feature good music, but also exciting presentations and discussions. "As Bavaria's most listened-to regional radio station and a long-standing partner of Messe München, we are delighted to be working together on the new f.re.e Stage," adds Till Coennen, Managing Director of Radio Arabella. "For the visitors in Hall A5, the Arabella team and our well-known presenters will provide five days of create an unforgettable experience. Entertainment, information and Bavarian joie de vivre are perfectly combined."

f.re.e. ticket also valid for IMOT

From February 21 to 23, the largest two-wheeler trade fair in southern Germany, IMOT, will take place in Halls C5 and C6. There will be the latest motorcycle and scooter models as well as exciting special shows. The ticket for f.re.e is also valid for a visit to IMOT.

Further information is available online at www.free-muenchen.de/en

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 get a comprehensive overview of the market in these areas, can book trips directly and test and purchase products on the spot. 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 events held each year attract around 50,000 exhibitors and around three million visitors in Germany and abroad.