



Press release

High demand for bookings at f.re.e 2024

January 10, 2024

- New offers to try out and join in
- f.re.e partner region Upper Bavaria promoting travel by public transport
- One ticket for three trade fairs

Around a month before the start of Bavaria's largest travel and leisure trade fair, demand for bookings in all five exhibition areas is very high. Messe München is also adding two halls to the exhibition space for Caravanning & Camping and Travel. f.re.e will be held in Munich from February 14 to 18, 2024.

Alongside the more than 900 exhibitors from over 50 countries, Bavaria's largest travel and leisure trade fair also has an extensive range on offer for you to test and try out. Among the new additions are the join-on fitness stage in Hall A6, and Camp f.re.e in Hall B3, creating a camping site atmosphere and focusing on the entire camping vacation spectrum. Also new in Hall B3 is a separate food truck area. In addition to the two large bike parkour tracks, Hall B6 will also have a special track for children under 12 and one for walking bikes. In Hall A5, visitors will have the opportunity to find out about the topic of sustainability in more detail in a special area.

f.re.e partner region Upper Bavaria promoting travel by public transport

The next f.re.e. will also feature a partner region for the first time. With more than 15 million visitors and almost 40 million overnight stays, Upper Bavaria was one of the most popular travel destinations in Germany in 2022. In addition, there will be more than 130 nature conservation areas, around 250 landscape conservation areas, and almost 30 bird sanctuaries in Upper Bavaria. The focus of the trade fair presentation will be on exploring the vacation region and

Felix Kirschenbauer
PR Manager
Tel. +49 89 949-21472
felix.kirschenbauer@
messe-muechen.de

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





presenting the secret locations from the “GeHEIMATOrte” website that can be reached by public transport. That’s why, alongside various destinations between Ingolstadt and the Alps, “Bahnland Bayern,” the umbrella brand for the Bavarian Railway Company, will also be exhibiting at the Upper Bavaria stand together with the Munich S-Bahn, Südostbayernbahn, DB Regio, and BRB.

One ticket for three trade fairs

Tickets for the f.re.e travel and leisure trade fair are now available on the website. Visitors enjoy a threefold benefit: In addition to admission to f.re.e, the price also includes the parallel events Münchner Auto Tage (Wednesday to Sunday) and IMOT – International Motorcycle Exhibition – (Friday to Sunday). To ideally prepare for your visit to the trade fair, you can refer to the Exhibitor Directory, now also available online, allowing you to plan your tour of f.re.e from the comfort of your own home.

Click [here](#) for more information

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.