

## Press release

### Participate, try out, plan: Highlights of the f.re.e supporting program 2026

3. Februar 2026

- **Julian Janssen, known as "Checker Julian," on the f.re.e stage**
- **NEW: Hobby horsing in the interactive program**
- **Individual advice services for travel and leisure**

When the doors of f.re.e open at Messe München from February 18 to 22, 2026, the focus will not only be on the travel and leisure offerings of around 850 exhibitors. With a varied supporting program, Germany's most active travel and leisure fair is focusing specifically on interaction, inspiration, and individual advice. In seven halls, exhibitors from over 50 countries will present trends, destinations, and equipment – accompanied by numerous activity areas and stage formats.

#### **New offerings invite visitors to get involved and be active**

Movement and participation will be a particular focus in 2026. Hobby horsing (Hall A6) will be part of the f.re.e program for the first time: on the interactive stage, children and adults alike can gallop, trot, or try their hand at dressage exercises on hobby horses. Also new are the Kids Velo Coaches (Hall B6), who use a special learning method to help children learn to ride a bike safely in a short time – low-threshold, practical, and lots of fun.

With the new "Treffpunkt Selbstausbau" (Hall B4), f.re.e specifically addresses campers who want to customize their vehicles. Experienced bus tinkerers provide practical tips, share their know-how in lectures, and are available for personal consultations.

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### **Individual advice for mountaineers, sailors, and campers**

Qualified advice is once again a key added value for visitors at the 55th f.re.e: experts from the German Alpine Club will be providing information on crossing the Alps by bicycle at the TransAlp advice center. Sailing enthusiasts will receive individual cruise recommendations, while the camper advice center will assist with questions about vehicle types, equipment, and accessories.

### **f.re.e stage with Julian Janssen ("Checker Julian") and Claudia Koreck**

Visitors to the f.re.e stage powered by Radio Arabella (Hall A5) can look forward to a varied program of lectures, interviews, travel tips, and music. Guests include Julian Janssen, known as "Checker Julian," and singer Claudia Koreck.

Adventure, knowledge, and extraordinary experiences will be provided by other well-known guests such as extreme athlete and filmmaker Olaf Obsommer, as well as Diana Kauba and Detlef Spatz, known as the "Viele-bunte-Fische-Urlaubstaucher" (Many Colorful Fish Vacation Divers). The mountain rescuers from the ARD series "In höchster Not" (In Extreme Distress) will tell f.re.e visitors about spectacular missions, teamwork, and responsibility in the mountains.

On the travel stage in Hall A4, however, everything revolves around vacation planning. Speakers provide insights into dream destinations around the world, supported by impressive images and personal experiences. Technological developments also play a role: the stage program shows how AI can facilitate travel planning. According to a representative YouGov survey commissioned by f.re.e, 55 percent of Germans expect travel planning to be predominantly AI-supported in five years' time.

### **Trade visitor program**

For trade visitors, f.re.e 2026 offers a separate lecture program on Thursday, February 19. The main topics are current legal issues, destination presentations, and current trends and their influence on caravanning. In addition, there will be workshops and discussion formats for both young professionals and experienced



professionals. Young professionals can visit the trade fair free of charge after registering in advance.

### **A wide range of offerings for car and motorcycle fans**

Parallel to f.re.e, IMOT – the International Motorcycle Exhibition – and the Munich Auto Days will take place in 2026. IMOT runs from Friday, February 20 to Sunday, February 22, 2026. Visitors can also experience the Munich Auto Days throughout the entire duration of f.re.e. A special advantage for all guests: a single ticket entitles you to visit all three events.

Further information on the f.re.e highlights is available online at

<https://free-muenchen.de/de/messe/programm/>

### **Travel and leisure fair f.re.e**

With its focus on travel, caravanning & camping, water sports, outdoor & fitness, and cycling, f.re.e is Germany's most active travel and leisure fair. Visitors gain a comprehensive overview of the market in these areas, can book trips directly, and test and purchase products on site. The varied supporting program promises additional information and entertainment.

### **Messe München**

As one of the most important trade fair organizers, Messe München showcases the world of tomorrow at its approximately 90 trade fairs worldwide. Its portfolio includes trade fairs for investment and consumer goods as well as for new technologies. These include 14 world-leading trade fairs such as bauma, BAU, IFAT, and electronica, cooperation events such as IAA MOBILITY, and numerous guest events. With an international network of affiliated companies and foreign representatives, Messe München is active worldwide. Together with its approximately 1,200 employees in the group, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, the USA, and Saudi Arabia. Around 150 events per year attract over 50,000 exhibitors and around three million visitors in Germany and abroad. This makes Messe München an important economic driver, generating billions in purchasing power.