



Press release

f.re.e supporting program: These are the highlights 2025

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- **NEW: Travel platform and camper advice**
- **Activity areas and hands-on offers for leisure and travel**
- **Bavarian Forest presents vacation and sports opportunities**

In just a few weeks' time, f.re.e 2025 will get underway again: more than 1,000 exhibitors from over 50 countries will be presenting their products and services in eight halls. Visitors to Bavaria's largest travel and leisure trade fair can look forward to numerous activity areas, plenty of inspiration and the right equipment for all aspects of travel and leisure.

New this year are two virtual reality worlds in which interested visitors can experience travel and leisure digitally. Those keen to experiment can explore the focus on sustainability in tourism in this way, but also learn to sail without having to go on the water. Another new feature is the travel stage with an international flair in Hall A3, which will inspire visitors with exciting impressions of faraway countries. As always, visitors to the trade fair can also look forward to the five firmly established exhibition areas: Bicycles, Water Sports, Outdoor & Fitness as well as Travel and Caravanning & Camping in their tried and tested form with many exhibitors and experts as well as numerous action and information offers.

Whether cycling, sailing or camping: focus on advice

Anyone looking for advice on leisure and travel is in good hands at f.re.e. At the TransAlp consultation, experts from the German Alpine Club will provide information on crossing the Alps by bike and sailors can look forward to individual advice on sailing trips. The f.re.e Camper Advice Service in Hall B3 will also celebrate its premiere in 2025, where visitors can get individual advice on all

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aspects of camping, such as the right type of vehicle, refrigerator or suitable awning.

f.re.e stage with prominent guests and award ceremony

Lectures, presentations, travel tips, interviews and music await visitors to the f.re.e *stage* powered by Radio Arabella in Hall A5. Star guests include actor Sebastian Ströbel ("Die Bergretter", ZDF). The Golden Pedal will also be awarded at the f.re.e *stage*. The prize is awarded by the German Cyclists' Federation (ADFC) in recognition of creative and innovative projects that promote cycling tourism in Bavaria.

Partner region 2025: Bavarian Forest

This year's partner region, the Bavarian Forest, presents the wide range of vacation and sports opportunities in eastern Bavaria. The low mountain range is one of the most popular recreational and hiking regions in Germany and offers a wide range of options: from wellness hotels and leisure parks to mountain bike trails. At the trade fair, visitors can discover the most beautiful local tourist regions and look forward to unforgettable leisure moments at home. ¹

Trade visitor program

For trade visitors, f.re.e offers an attractive lecture program that highlights the opportunities and potential of barrier-free tourism as well as current legal issues. The program also includes workshops and discussions for pupils and students, who can visit f.re.e free of charge after registering in advance.

f.re.e ticket also valid for IMOT

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

¹ Further information on the partner region and other topics relating to the trade fair can be found in the new f.re.e Talk podcast: <https://free-muenchen.de/de/messe/podcast/>



For more information and the complete framework program, visit <https://free-muenchen.de/de/>

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.