

**Become a partner of f.re.e 2027!**

10.-14. Februar 2027  
Messe München  
[free-muenchen.de](https://free-muenchen.de)



# Fair for Leisure and Travel



Germany's most active travel and leisure trade fair with a wide range of topics relating to leisure and travel.

## Key figures from f.re.e 2026

- 136,033 visitors\*
- 930 Exhibitors from 49 countries
- 76,000m<sup>2</sup> of exhibition space in 7 halls
- 595 international journalists

**92%** of exhibitors want to participate in the next f.re.e

**97%** of the visitors recommend f.re.e

### ■ Good to know:

- Focus is on consumer — please see [visitor structure](#)
- specific program for trade visitors in addition on second trade fair day

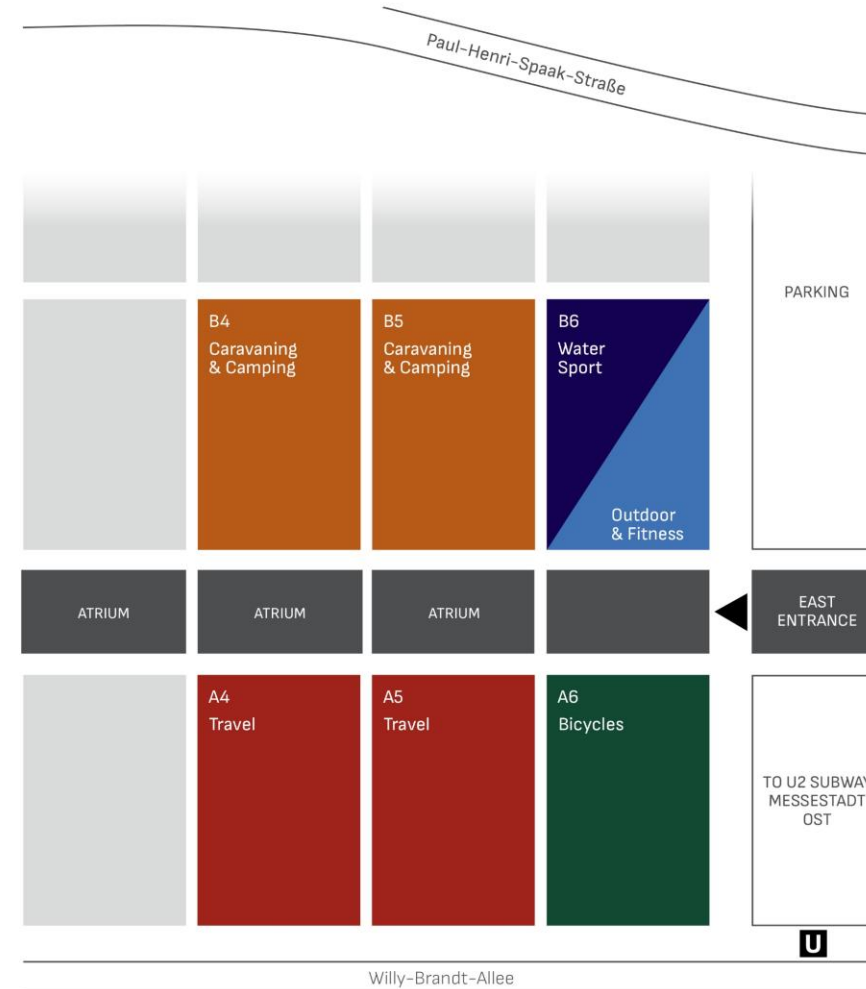


# Messe Munich Fairground

- 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



## PRELIMINARY HALL LAYOUT



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



Each year one partner country or region is the focus:

- 2026: Crete
- 2025: Bavarian Forest
- 2024: Region Upper Bavaria
- 2023: Croatia
- 2020: Italy
- 2019: Czech Republic
- 2018: Malta
- 2017: Egypt
- 2016: Seychelles
- 2015: Spain
- [further Information](#)

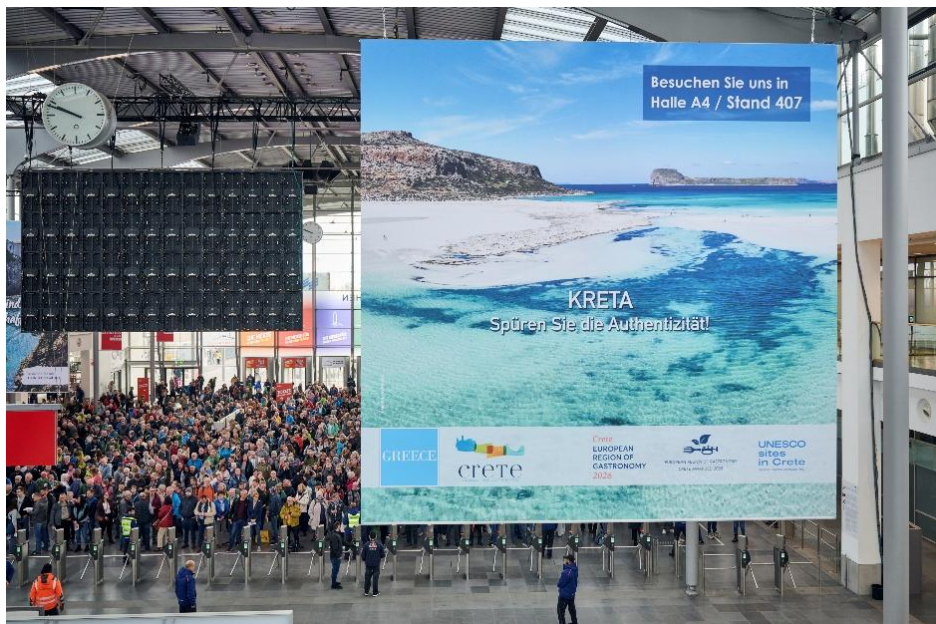
# Advantages of a partnership



- ✓ Make your country or region the **focal point of the trade fair**
- ✓ In addition to your stand space, you will receive an **exhibition space** in the **Entrance East free of charge**
- ✓ Participation in the **opening ceremony** followed by a tour of the fair including a visit of the partner's trade fair stand
- ✓ Increased **visibility on the fairground** through additional advertising space
- ✓ Special attention in the **media** by having a timeslot at the main **press conference** prior to f.re.e
- ✓ Full participation in all areas by **using the stages** – the partner is granted the possibility to choose preferred times.
- ✓ Visibility of **partner logo** on many advertising materials of f.re.e



# Statements of previous partner countries



## Dr. Kyriakos Kotsoglou, Crete's Vice-Governor for Tourism (2026):

“Crete is much more than sun and beaches—it is a place for excellent food, great culture and UNESCO sites, discoveries, encounters and sustainable holiday quality, a world of its own. We were thrilled by the great interest shown by visitors to the fair. Many conversations were characterised by genuine curiosity about our culture, our nature, and our hospitality, as well as about Crete being the 2026 European Gastronomy Region.”

## Dr. Michael Braun, CEO of the East Bavarian Tourism Association (2025):

“The trade fair visitors came to our stands in Eastern Bavaria and the Bavarian Forest in particular with a keen interest in travel. From the Bavarian Forest National Park to the Furth im Wald State Garden Show, whether hiking, wellness or mountain biking, the Bavarian Forest was able to present its many facets excellently.”

## Oswald Pehel, Managing Director of Tourism Association Upper Bavaria Munich (2024):

“For us, f.re.e is not only an important tourism trade fair, but also the industry and end consumer platform for leisure experiences in Upper Bavaria. We are delighted to be a permanent experience partner region with solutions for sustainable mobility.”

## Kristjan Staničić, Direktor Croatian National Tourist Board (2023):

“I am pleased that we were able to present Croatia's entire tourist offer to the many partners and visitors in Bavaria who have shown great interest in a holiday in our country. I would like to take this opportunity to point out that we welcomed over 3.4 million German visitors last year. A record number of Germans spent their holidays in many of our coastal resorts. Our presence at this year's fair was particularly important, the feedback from our Bavarian partners and friends is optimistic and as things stand we expect an exceptionally good tourism year.”

## Monica Bonaspetti, Marketing Officer at the Italian Tourism Association ENIT (2020):

“f.re.e 2020 ran very well for us. We had a lot of visitors—especially in the morning. We were particularly pleased that we were also able to show the unknown sides of Italy.”

## Marketa Chaloupkova, Director of CzechTourism in Germany (2019):

“The partnership with trade fair f.re.e in Munich has confirmed the steadily increasing popularity of the Czech Republic among German tourists. We are particularly pleased that our Bavarian neighbors want to explore the diversity of our country even more. The great interest makes us optimistic that Czech tourism will have another record year.”

# Cost overview – 2027 as partner region



## Stand participation: 30m<sup>2</sup> End stand as example:

| Product                                        | Price    | Booth size 30 m <sup>2</sup> |
|------------------------------------------------|----------|------------------------------|
| End stand (per m <sup>2</sup> )                | 154,00 € | 4.620,00 €                   |
| Fixed waste-disposal fee (per m <sup>2</sup> ) | 3,50 €   | 105,00 €                     |
| AUMA fee (per m <sup>2</sup> )                 | 0,60 €   | 18,00 €                      |
| Mandatory communications fee                   | 240,00 € | 240,00 €                     |
| Sum                                            |          | 4.983,00 €                   |
| Advance Payment (per m <sup>2</sup> )          | 15,00 €  | 450,00 €                     |

Please note that the advance payment will be offset against the final invoice. All prices are exclusive of 19% VAT.  
Does not include shell scheme.

## Advertising on the fairground:

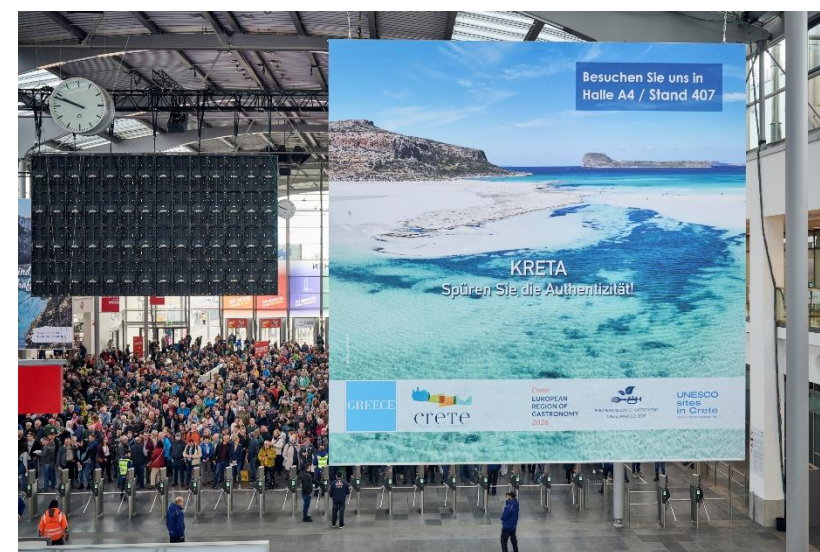
Megaposter in the East main entrance – free of charge, plus production cost of approx. EURO 3,000 net.

Rental of additional advertising spaces at f.re.e wit 40% discount. Production costs for the advertising materials are not included.

## Participate in the opening ceremony and opening tour of the fair:

Invite politicians, organise cultural and supporting program, offer catering at your stand for the end of the opening tour

→ Cost per effort



# Facts / Review f.re.e 2026



Here you can find further information about the previous event:

- [Final Report f.re.e 2026](#)
- [Exhibition key facts data and visitor structure analysis f.re.e 2026](#)
- [Image film f.re.e](#)
- [Pictures f.re.e](#)



# Your Contact



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

If you have any questions, please feel free to contact us:



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We look forward to working with you!