

Die Reise- und Freizeitmesse.  
10.–14. Februar 2016, Messe München

Fair for Leisure and Travel.  
February 10–14, 2016, Messe München, Germany

[www.free-muenchen.de](http://www.free-muenchen.de)

Munich, February 22, 2015

## Exhibitor statements about f.re.e 2015

### **Volkan Akgul, Deputy Cultural Attaché Turkey:**

"We like to present ourselves at f.re.e because the visitors here show a great deal of interest in Turkey and our diverse range of offers. This year, demand for information about nature and active holidays has been particularly high. We are very pleased with the results of the fair and are looking forward to next year."

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### **Mik Broschart, Chiemsee Flying School:**

"Last year was our first year at f.re.e, and our post-fair business was so successful that we naturally are back again this year. We find the right audience here in Munich, and they are specifically interested in information about paragliding. Also, our presentations at the Outdoor Stage are always very well received. Afterward, traffic at the stand was always high—a great highlight."

### **Romeo Draghicchio, Director, Croatian Central Tourism Office:**

"The demand and the positive reception at our stand demonstrated once again that Croatia is highly ranked in Bavaria. That is why it was particularly important for us to present all of the Croatian regions at f.re.e."

### **Michael Fischer, Fischer Wohnmobile:**

"As in previous years, the visitors' response at our stand was very positive. We are definitely satisfied with having participated in f.re.e."

### **Klaus-Wilhelm Gérard, Wohnwagen Gérard:**

"Compared to previous years, attendance was above average on the weekdays at f.re.e 2015 and we clearly noticed a great deal of interest in mobile homes among younger generations."

### **Franz Gerstmayr, Geldhauser Busreisen:**

"Visitors at f.re.e are specifically interested in active vacations such as hiking and cycling. We made several new customer contacts, especially over the weekend."

### **Torsten Gläßer, Tauchsport Gläßer München:**

"Despite the school holiday and the good weather, demand at our stand was very good. The trial scuba diving pool in particular was very busy: We assisted in some 200 dives over the five days of the fair."

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**Peter Grubauer, Auto Eder:**

"Visitors were extremely interested in our exhibits and especially in the new Ford Nugget. We are satisfied with the results and look forward to next year."

**Ule Peter Haake, Kleinwalsertal Tourism:**

"Traffic connections from Munich to the Vorarlberg region are good, so the visitors at the fair were even more interested in the region. Most of the inquiries we received were about getaway vacations two to three days in length."

**Paul Kefer, Munix Finest Bicycles:**

"We are extremely satisfied with having participated in f.re.e. The visitors who come to our stand know exactly which bicycles they want to buy. Compared to 2014, we sold considerably more models during these last five days."

**Dennis Leyckes, Klepper Faltboote:**

"As a company that is based in Rosenheim, naturally we have a home-court advantage at f.re.e—when we come here we encounter a very loyal and, above all, knowledgeable audience. The canoe test course is a great addition for us because interested visitors can test our products at the fair. We also had some concrete purchases, especially on the weekend. For Klepper, being at f.re.e again in 2016 is an absolute must, and we'll probably have a larger stand."

**Raul Pavlicek, Rose:**

"Rose just opened a new store in Munich, so naturally, one of the reasons we are at f.re.e is to call our customers' attention to it. But above all, the fair allows us to come into direct contact with our target group. And we profited from our proximity to other exhibitors in the Bicycle Hall and from the test course where we presented our company. Traffic at the stand was very good."

**Jan Posselt, Simplon:**

"We reach a very interesting and, above all, a very strong target group at f.re.e: On the one hand, they include established companies and consumers who have informed themselves in advance and make an extra effort to visit Simplon at the fair. But they also include new customers who, in some cases, may not even want to buy a new bicycle, but then fall in love with our products at the fair. E-bikes, which are a permanent part of the market, remain a noticeable trend."

**Anita Priedīte, Latvian Tourism Development Agency:**

"We feel that f.re.e is a very valuable event. Visitors basically come here to ask us specific questions about biking routes, camping trips or even canoe routes. All in all, the number of visitors has increased again compared to last year. Our presence in the Vacation Cinema was a special highlight: It gave us a chance to use audio-visual media to present Latvia and gave us another boost in visitor traffic."

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**Florian Renner, Visit USA:**

"Interest in trips to the United States is as strong as ever. In fact, it actually continues to increase. That is also noticeable based on the large number of visitors, many of whom come to us with concrete questions. All in all, having a constant presence at the fair is worthwhile and ensures that we have our customers' trust. For Visit USA, f.re.e is one of the most important trade fairs in Germany."

**Eduard Trotter, Freizeit & Caravanprofi Steiner:**

"We have had five days worth of very positive discussions and managed to make a number of new contacts. So we are very satisfied with the outcome of the fair and the demand."