

Munich, 2/26/2017

## Pressemitteilung

### Statements about f.re.e 2017:

#### **Ilse Aigner, Bavaria's Economic and Tourism Minister:**

"With the travel and recreation trade fair f.re.e, we have an excellent platform to present Bavaria's extensive offers effectively. Bavaria is the number one tourist destination in Germany. With more than 90 million overnight stays in the Free State, 2016 was again a record year. However, the fair is also very popular with other national and international travel agencies thanks to the willingness to travel and the purchasing power of people from Bavaria."

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#### **Berthold Allendorf, Managing Director of Zughansa:**

"f.re.e is a win-win situation for Zughansa. We reach our target group and get orders from them; in addition, we can fire their enthusiasm with interesting talks. We were able to provide customer care and acquire new customers in personal conversations and talks in an optimal way." We were able to use harbor stage, the vacation cinema and the Bavarian Radio stage as presentation platforms for our niche product successfully."

#### **Matthias Altersberger, Sales Manager at South/Austria A-ROSA Flussschiff GmbH:**

"For A-ROSA Flussschiff GmbH, f.re.e is a very important trade fair to demonstrate presence and to strengthen our standing in Bavaria. We really liked the stage program, because it was organized very clearly and well moderated."

#### **Monika Bittl, Sales Manager at Pfahler's Whirlpool Studio:**

"f.re.e is a trade fair with remarkably good marketing. The high quality of visitors, which differs from those at usual consumer fairs, fits perfectly with our objectives to enter into more intensive direct contact with new customers and sell directly at our booth."

#### **Peter Cauchi, Director of the Malta Tourist Office:**

"f.re.e was again a great success for us, and we were able to present the diversity of Malta to the visitors from Munich and Bavaria in general. We are really looking forward to be the partner country of f.re.e next year when Valletta will be the European Capital of Culture."

#### **Hans Christl, Managing Director of Christl & Schowalter:**

"The quality of visitors, discussions and sales concluded again corresponded to our expectations this year. We were able to present ourselves successfully to new customers, conclude sales during the fair trade and initiate follow-up transactions."

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**Peter Cremer, Booth Manager of Wikinger Reisen:**

"We had a great number of visitors at our booth right from the first day. We were able to conduct numerous discussions and record lots of bookings. We completely achieved the goals that we set for f.re.e 2017 and are looking forward to next year."

**Thomas Dachs, Exhibition Manager of the Tourism Association of Eastern Bavaria:**

f.re.e 2017 was a complete success for us! Interest in excursions and recreational opportunities in Eastern Bavaria and especially the Bavarian Forest is enormous. In addition, our hiking, wellness and cycling offers were very well received."

**Klaus Denninger, Managing Director of Aloe Vera Service:**

"While many fairs continue to stagnate or even decline, we look forward to f.re.e every year. Thanks to the great organization, the trade fair is growing further, and increasing visitor numbers and sales are guaranteed us every year."

**Patricia Ebenberger, Management Board Member of the German Alpine Club Munich and Oberland**

"For us, f.re.e is a great chance to get into contact with outdoor-loving, active visitors to present our offer and ideally recruit them as new members."

**Christine Frank, ENIT Marketing:**

"f.re.e is an important platform for us to present Italy, the most popular vacation destination for those traveling by car, to end users before the peak travel season, especially in Bavaria, our most important source market."

**Marie-Theresa Gérard, Managing Director of Wohnwagen Gérard**

"f.re.e is our biggest promotion campaign. Consequently, the fair is very important for presenting our brand. We had many good discussions and noticed very high quality among the visitors. The tenfold increase our booth was exactly the right decision."

**Michael Haus, CEO of Dorema Vorzelte GmbH:**

"f.re.e has been able to increase its importance for the camping industry in recent years and is exactly on the right path with its activities."

**Petra Husemann-Roew, State Managing Director of ADFC Bavaria:**

"We not only meet our members here, but all cyclists and those who want to become such. "We can both share our enthusiasm for cycling as well as our know-how in terms of cycling and cycling vacations, consumer protection and traffic safety."

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**Heike Kaufmann, Sales Manager of ADAC Travel Agency in South Bavaria:**

"We are again pleased with the location, the quality of the visitors and the organization at f.re.e this year. The partnership with AIDA was sensational, and we were able to sell many cruises and other trips. We completely achieved our objectives to give a face to ADAC and cultivate customer loyalty."

**Ingo Klöver, Managing Director of Planet Fair:**

"The extended range and the new site was warmly welcomed by exhibitors and visitors. Renowned new exhibitors have already announced their participation for next year."

**Helmut Kutzner, German Sales Executive at Star Clippers:**

"f.re.e is one of the leading travel trade fairs in Germany, and this is also reflected in our very good, detailed discussions with visitors. The interest of our customers was especially focused on cruises in Asia and to Thailand."

**Karsten Marquardt, Sales Manager at DER Deutsches Reisebüro GmbH & Co. OHG:**

"f.re.e is a very important date for us every year. We reach our target audience and can increase awareness of our brand."

**Tereza Matejkova, Head Of Trade Fairs, Czech Tourism:**

"f.re.e is one of the most important fairs for us. Therefore, we have been here in Munich with 18 Czech regions, spas and hotels this year. The feedback of visitors at our booth was very good, and consequently we are more than satisfied."

**Guido Meier, Managing Director of Bavarianwaters:**

"On the new lake, visitors could directly make their first stand-up paddling tests on water, so that they will be motivated to try that out on a real lake at our company later. Visitors very quickly found a liking for stand-up paddling at f.re.e."

**Stefan Morgenroth, Area Sales Manager for Germany & Austria, OASE OUTDOORS:**

We are again very satisfied with this year's f.re.e. We were able to conduct important discussions with many visitors at our booth. We were able to present our brand very successfully and record a good number of sales."

**Gerhard Romer, Proprietor of Slomotion Deutschland:**

"We were at f.re.e for the first time, and our expectations were exceeded by a great margin. From the first day, knowledgeable visitors demonstrated substantial interest in our products. Our dealers were able to sell a wide range of vehicles and consequently also drew a very positive balance."

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**Andrea Schaller-Öller, Münchener Zeitungs-Verlag and Organizer of Munich Car Days:**

"At the 10th Munich Car Days, the unique trade fair concept to compare numerous car makes in one place and test drive them was again very well received. In addition, dealers were able to sell a large number of vehicles."

**Eduard Trotter, Sales Manager at Freizeit & Caravanprofi Steiner GmbH:**

"f.re.e is a very important event for us. With a booth twice the size of previous fairs, we were able to acquire new customers and cultivate customer contacts this year."

**Christian Unangst, Sales Representative at Kreidler:**

"f.re.e is a great chance for us to present the Kreidler brand optimally and become more well-known among customers. With the help of test rides on the bike course, we were able to win numerous new customers."

**Georg Wagner, Head of Marketing at BICO Zweirad Marketing:**

"We exhibited with seven local bicycle dealers from the Munich region at f.re.e as a retailers' association for the first time this year. The ambiance was great, and the visitors were really interested in obtaining advice from our dealers. "It was a complete success for us."

**Andreas Weigl, Marketing Manager, Corratec:**

"It was our first time as an exhibitor at f.re.e this year. The results are very positive. We were able to sell approximately 156 e-bikes via our dealers thanks to this trade fair. This is definitely a great success."

**Markus Wiemann, MyStromer Sales Account Manager for South Germany:**

"We are very pleased with the number of visitors at our booth and were able to record numerous sales with our dealers. f.re.e is an important platform for us to make the Stromer brand more well known."