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## Pressemitteilung

### Anniversary of Travel and Leisure Fair

## f.re.e takes place in Munich for the 10th time

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**Bavaria's largest travel and leisure trade fair celebrates an anniversary this year. The event, which began as C-B-R in 1970, takes place for the 10th time under the name "f.re.e". Between February 21 and 25, 2018, more than 1,200 exhibitors from over 60 countries will present vacation trends and novelties dealing with leisure activities at the Munich trade fair grounds.**

Following the record result in the year 2017 with 135,000 visitors and 1,300 exhibitors in six topic areas on five exhibition days, Reinhard Pfeiffer, Deputy CEO of Messe München, is very optimistic about the 10th edition of f.re.e. "In the past few years, f.re.e has become an absolute crowd-puller. The positive trend regarding the number of visitors shows that the combination of recommendations, sales and activity as well as stage presentations covers the needs of consumers perfectly. I am very much looking forward to the 10th f.re.e."

### Major manufacturers in the caravan & camping topic area

The topic area Caravan & Camping is on a growth course at f.re.e. After the exhibition area for camper vans, caravans and vans as well as tents and accessories was expanded to two whole halls or two football fields in 2017, Messe München has reported its next success with the participation of the two manufacturers Challenger and Frankia.

The trade fair presence of the French motorhome manufacturer Challenger will cover more than 500 m<sup>2</sup>, and Frankia is participating with an area of more than 700 m<sup>2</sup> at f.re.e 2018. In addition, more than 50 brands will be represented in the two halls B3 and B4.

In addition to the numerous vehicles, f.re.e will offer an extensive selection of tents and camping accessories. Among others, Globetrotter, camppartner 24,

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Outwell and Hahn – Camping, Reisen, Freizeit are selling suitable equipment for a future vacation.

### **Topic area Travel: from language courses to adventure vacations**

Where to go on your next vacation? Bavaria's largest travel and leisure trade fair provides an extensive selection of local and remote destinations. Destinations in Bavaria, other places in Germany and in the Alpine region are the focus in Hall A5. Whoever is attracted to far-away places can obtain information about destinations in Africa, Australia, North and South America, and Asia in Hall A4. Everything revolves around the regions bordering the Mediterranean in Hall B5. There, visitors will find Mediterranean countries such as Croatia, Italy and Spain represented. The partner country Malta is one of the highlights of the upcoming f.re.e. At the trade fair, the island country in the Mediterranean will present its cultural and scenic diversity in addition to traditional language courses.

### **“All aboard” in the topic area Cruises**

The interest in cruises remains consistently high. As predicted by the Cruise Lines International Association CLIA, about 26 million passengers will have participated at a cruise by 2017. In order to provide visitors with extensive information about the various possibilities for a vacation on the water, the topic area will be emphasized on the next f.re.e.

Under the title of “Cruises”, f.re.e offers information ranging from classical cruises, entertainment cruises such as AIDA, which is represented with their own booth at the exhibition, over river cruises, to houseboats, boat charters and the organization of individual sailing trips. Furthermore, the port-stage provides information and tips for first-time cruisers as well as pros.

### **Lakescape in the topic area Water Sports**

At f.re.e., it is possible to go canoeing or Stand Up Paddling (SUP) in the midst of winter. The artificial lakescape, exceeding 1,200 m<sup>2</sup> and with a capacity of approx. 2,100 bathtubs, consists of a canoeing and kayaking lake as well as of a separate area for SUP. Whoever likes to plunge into gushing water receives professional support from members of the Bavarian Canoe Association. The

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plunge pool is a few meters away from the lakescape. In a trial course, visitors can experience the first steps with complete equipment underwater.

### **The mountains are calling – topic area Outdoor**

The Outdoor area of f.re.e takes you up to mountain heights. Whoever wants to prepare for the next hike in the Bavarian Alps can test his or her talent at the climbing tower. Secured with rope, helmet, and support of employees of the German Alpine Association (DAV), visitors make their way to the summit. Action is ensured for participants at the boulder competition CLIMB f.re.e from Saturday to Sunday. The Bavarian champion will be determined in different age classes.

### **Topic area Bicycle covers a whole football field**

Cycling and traveling complement each other. At f.re.e, visitors will not only find the appropriate region for their next cycling tours, but also be able to buy a new bicycle. More than 90 exhibitors will present approximately 40 different brands. The selection ranges from trekking bikes over mountain and e-bikes all the way to recumbent bicycles and cargo bikes. Interested buyers can use three courses for test rides on the bike.

### **Munich Car Days and Munich Golf Days**

In addition to the Travel and Leisure Fair f.re.e, the Munich Car Days (on all f.re.e trade fair days) will again be held in Hall C4 as well as the Munich Golf Days in Hall C3 (February 23-25, 2018). A visit to all three fairs is possible with a single ticket. In addition to the East Entrance, the North Entrance will be open for the duration of the fair and shuttle buses will run between the two entrances.

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



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### **Reise- und Freizeitmesse f.re.e**

Die f.re.e ist Bayerns größte Reise- und Freizeitmesse mit den Themen Reisen, Gesundheit & Wellness, Caravanning & Camping, Wassersport sowie Outdoor und Fahrrad. Besucher erhalten einen umfassenden Marktüberblick in diesen Bereichen, können Reisen direkt buchen und Produkte gleich vor Ort testen und erwerben. Zusätzliche Information und Unterhaltung verspricht das abwechslungsreiche Rahmenprogramm. Im Jahr 2017 zählte die f.re.e auf einer Fläche von ca. 80.000 Quadratmetern rund 1.300 Aussteller aus 70 Ländern sowie 135.000 Besucher. Die Reise- und Freizeitmesse f.re.e findet jährlich in der Messe München statt, das nächste Mal vom 21. bis zum 25. Februar 2018.

### **Messe München**

Die Messe München ist mit über 50 eigenen Fachmessen für Investitionsgüter, Konsumgüter und Neue Technologien einer der weltweit führenden Messeveranstalter. Insgesamt nehmen jährlich über 50.000 Aussteller und rund drei Millionen Besucher an den mehr als 200 Veranstaltungen auf dem Messegelände in München, im ICM – Internationales Congress Center München, im MOC Veranstaltungszentrum München sowie im Ausland teil. Zusammen mit ihren Tochtergesellschaften organisiert die Messe München Fachmessen in China, Indien, Brasilien, Russland, der Türkei, Südafrika, Nigeria, Vietnam und im Iran. Mit einem Netzwerk von Beteiligungsgesellschaften in Europa, Asien, Afrika und Südamerika sowie rund 70 Auslandsvertretungen für mehr als 100 Länder ist die Messe München weltweit präsent.