



Press release

Wanderlust - f.re.e opens horizons again

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- Three questions for Jessica Stuber, Exhibition Director of f.re.e
- f.re.e back again after two-year break
- Bicycle sector represented with strong brands

After a two-year break, it's finally back again: f.re.e, Bavaria's biggest travel and leisure fair, will be opening its doors from February 22 to 26, 2023 at the Messe München Exhibition Center. Exhibition Director Jessica Stuber gives an initial assessment and provides an insight into her highlights.

After a two-year break, f.re.e is now being held again. What's the industry's response so far?

"All in all it's really good. We will be presenting lots of exciting leisure activity topics in six halls. In the Travel sector, tour and cruise operators, hotels and, of course, countries and regions will provide a wide-ranging offering. Alongside this year's partner country Croatia, we will also have the pleasure of welcoming many other traditional and also more exotic holiday destinations. In two of the halls, visitors can find out about caravanning and camping. The products here range from camper vans, motorhomes and caravans to car roof tents and other tents, and accessories.

The bicycle sector will also be represented with lots of great brands:

Newcomers include Cube, Kalkhoff and Kettler Alu Rad. Brands such as KTM, Hercules and Specialized will also be exhibiting again.

The Water Sports and Outdoor & Fitness sectors will be in the redesigned Hall A6. Here you will find a host of exhibitors with exciting products. And last but not least, there will once again be activity areas that invite visitors to join in."

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What's different this year to the previous years?

“We have slightly reworked the product areas at f.re.e. Segments from the former ‘Health & Wellness’ sector will be integrated into the new ‘Outdoor & Fitness’ sector in Hall A6. ‘Cruises & Boat Trips’ – including sailing advice and the cruise café – can be found at ‘Travel’ in Hall A5. In addition, IMOT will be held for the first time concurrently with f.re.e from Friday through Sunday in Halls C5 and C6 – certainly an added plus for many travel and leisure fans.”

What is your personal highlight, and what should visitors definitely not miss?

“The biggest highlight for my entire team and me is the fact that f.re.e is finally being held again. We are already really looking forward to meeting our customers in person again. In the meantime, our visitors benefit from a wide range of offerings, from the right holiday offer, individual advice and test opportunities, to new products. All in all, there is lots of inspiration for vacation and leisure that's not to be missed.”

More information can be found online at <https://free-muenchen.de/en/>

f.re.e – Fair for Leisure and Travel

f.re.e is Bavaria's largest fair for leisure and travel, with the topics of Travel, Camping & Caravaning, Water Sports, Outdoors & Fitness, as well as Bicycles. Visitors will receive a comprehensive market overview in these areas, be able to book journeys directly and test and experience products right on site. The varied supporting program promises additional information and entertainment.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München, the Conference Center Nord and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, South Africa and Turkey. With a network of associated companies in Europe, Asia, Africa, and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.