

Press release

f.re.e 2023: Inspiration, information and action

February 8, 2023

- Test areas, a climbing tower and a pool to join in
- Stages with exciting presentations
- Partner country Croatia will be present with various offerings

In a few days, from February 22 to 26, 2023, Messe München's exhibition grounds will host f.re.e, Bavaria's largest travel and leisure fair. In addition to the products showcased by around 750 exhibitors, visitors can look forward again to an extensive supporting program with opportunities to join in, stages with presentations, as well as many highlights from partner country Croatia.

Joining in is a top priority at f.re.e

Interested visitors can test bikes or receive cycling tips from a professional in the cycling area. In the meantime, skilled riders can use the pump track to work on their fitness, or practice their cycling techniques in curves and bumps with roller blades, skateboards or mountain bikes.

The German Alpine Club (DAV) climbing tower in Hall A6 is the place for all those who prefer heights. Hall A6 also offers various sports and gaming stations, and for the first time, a free running analysis including a foot test, an assessment of the runner's current running shoes and personalized training advice.

The lake landscape in Hall A6 has been redesigned: It once again includes an area for test diving, the paddle pool for testing kayaks and canoes, and a stand-up paddle pool that offers the opportunity to not only try out stand-up paddle boards, but also take part in lessons and SUP yoga.

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Inspiration in the presentation program on the stages

In addition, f.re.e also once again features different stages this year – the BR Stage, the Sports Stage, the Cycling Stage and the Holiday Cinema – with entertainment, information, and expert reports.

Simon Messner, for example, will make a guest appearance on the BR Stage in Hall A4 on Wednesday, February 22, at 12:40 p.m. Simon is the son of Reinhold Messner, and also a mountaineer himself. He will be on site for a discussion with Bayern 2's rucksack radio team.

Gifted canoe athlete Olaf Obsommer will make an appearance on the Sports Stage in Hall A6 on Wednesday (12:30 p.m.) with his presentation "A bike and kayak journey through the Alps" (*Mit Fahrrad und Kajak über die Alpen*).

The well-known long-distance hiker and author Christine Thürmer will be invited on the BR Stage as part of Bayern 1's "Blue couch live - Taking the time to talk" (*Die blaue Couch live - Mehr Zeit für Gespräche*) at 12:40 p.m. on Thursday, February 24. This stage will also be the platform for the presentation "Welcome to the club – the queer podcast from PULS" (*Willkommen im Club – der queere Podcast von PULS*) on Friday, February 23, at 3:40 p.m.

And visitors can then look forward to a special highlight on Sunday, February 26, at 11:10 a.m., when several stars from the TV series "Dahoam is Dahoam" will be live at the trade fair and on the BR Stage.

Cycling fans will also be in for an absolute treat with various presentations, including "Cycling along the Danube with the cargo bike" (*Donau mit dem Lastenrad*) with Andreas Eller, or "Bikepacking with children" (*Bikepacking mit Kind*) with Jasmin Böhm, on the Cycling Stage in Hall B6. On Thursday, February 23, f.re.e is organizing the trade visitor day with various workshops, presentations and destination training courses for trade visitors in conference room B52 (above Hall B5).

The complete presentation program of all stages is also available online <https://free-muenchen.de/de/messe/programm/vortragsprogramm/>

The presentations and offerings of this year's partner country, Croatia, can also be found here.



Partner country Croatia

With its thousands of islands, Croatia has been one of the Germans' favorite destinations for many years and is a fascinating country with modern urban culture, nature and cuisine. Croatia will present itself in Munich as a region with an unspoilt landscape in the Mediterranean, where a long-standing tradition of tourism meets an authentic lifestyle. The partner country has a diverse program with artists, culinary treats and exciting encounters at its stand in Hall A4 (stand 702).

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 & Caravanning, 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.