



## Press release

### f.re.e supporting program: Here are the 2024 highlights

January 31, 2024

- **NEW: Join-on fitness stage and two additional bike parkour tracks**
- **Expert talks and adventure reports**
- **Special presentation by the European Outdoor Film Tour**

**Bavaria's largest travel and leisure trade fair will start in a few weeks at the Munich Exhibition Center. In addition to the offerings of around 1,000 exhibitors from 50 countries, the focus will also be on the numerous activity areas for visitors to try out and join in. f.re.e will be held from February 14 to 18, 2024.**

A climbing tower, stand-up paddling (SUP) and paddle pool, and bicycle and mountain parkour tracks are now permanent fixtures at f.re.e as activity areas. Further highlights will be added this year. In the bicycle area (Hall B6), for the first time, there will be a bike parkour track for children under 12, and a separate track for walking bikes, so that even the little visitors can test drive the latest models. The join-on fitness stage in Hall A6, on the other hand, is open to all ages. Sports and fitness enthusiasts will find inspiration there on all the days of the trade fair for more exercise in everyday life.

#### **Three new areas: Camp f.re.e, sustainability initiative, and photography**

Other new features at the travel and leisure trade fair include Camp f.re.e and the two special areas on sustainability and photography.

In the Caravanning & Camping area, Camp f.re.e (Hall B3.110) will provide information about camping vacations in presentations and discussion rounds (e.g. traveling with pets, or tips for beginners).

The special area in Hall A5 will showcase initiatives for sustainable leisure and

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vacation activities. The Bavarian Center for Tourism, for example, will present various studies on sustainability.

In Hall A3 there will be tips and inspiration for amateur photographers on how to take even better pictures on vacation. In addition, five spots with different backgrounds will be available at f.re.e for taking photos.

### **Expert talks and adventure reports**

The talks with experts and adventurers on the various themed stages regularly provide special moments. This year, among others, Olaf Obsommer (extreme athlete and filmmaker, daily on the sports stage) and Carmen Rohrbach (adventurer, weekdays: BR show stage and bicycle stage) will report on their adventures. The two circumnavigators Vincent Goymann and Tim Hund will talk with BR presenter Thorsten Otto on the BR show stage on Thursday, February 15.

### **Special presentation by the European Outdoor Film Tour**

The European Outdoor Film Tour (EOFT) is coming to f.re.e. on Saturday, February 17. The 90-minute presentation is all about different films on outdoor activities, from spectacular mountaineering videos to powerful nature shots. The film evening will begin after the trade fair closes at 6:30 p.m. on the BR show stage in Hall A3. Capacity is available for 450 visitors with a valid trade fair ticket.

### **f.re.e partner region Upper Bavaria presents “GeHEIMATorte”**

No long car journeys are necessary to experience Upper Bavaria. The f.re.e partner region of Upper Bavaria will be showing which special places with a unique character can be found between Ingolstadt and the Alps on the various stages. Over 150 secret locations, [“GeHEIMATorte”](#), provide tips and inspiration for your next excursion, ranging from culture and nature to activities and sport. In addition, all destinations are easy to reach by public transport.

### **Münchner Auto Tage and IMOT parallel to f.r.e.e**

Visitors will enjoy a threefold benefit with their ticket: In addition to admission to f.re.e, the price also includes the parallel events Münchner Auto Tage (Wednesday to Sunday) and IMOT – International Motorcycle Exhibition – (Friday to Sunday).



Click [here](#) for more information

### **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**

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at its more than 80 international trade fairs. These include eleven of the world's leading trade fairs such as bauma, BAU, IFAT, electronica, and ISPO. Its portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its subsidiaries, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With a network of over 15 associated companies and almost 70 offices worldwide, Messe München is active in more than 130 countries. The more than 150 events held annually attract around 50,000 exhibitors and around three million visitors in Germany and abroad.