



Press release

f.re.e 2024: more exhibitors and more space

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- Travel and Caravanning & Camping areas grow
- Additional activity areas to try out and join in
- Minister of State Michaela Kaniber to open f.re.e 2024

From February 14 to 18, 2024, Bavaria's largest travel and leisure trade fair will present offerings and inspiration for the best time of the year at the Munich Exhibition Center. Around 1,000 exhibitors from 50 countries will showcase innovations and trends from the areas of travel, caravanning & camping, cycling, water sports, and outdoor & fitness. This year, f.re.e will occupy eight halls, the equivalent of eight soccer pitches.

The German population's desire to travel remains unbroken. According to the latest travel analysis by the FUR, the research organization for vacation and travel, Germans will take around 69 million trips in 2024 and spend around 78 billion euros on them. The most popular destinations include Spain, Italy, Turkey, Austria, Croatia, and Greece. In the undisputed top spot for Germans is going on vacation in their own country.

That is also why Upper Bavaria was chosen as the f.re.e partner region for 2024, as Dr. Reinhard Pfeiffer, CEO of Messe München, explains: "In recent years, awareness of sustainability in society has grown significantly. Families in particular now increasingly prefer to vacation in Germany. As this year's f.re.e partner region, Upper Bavaria offers a host of vacation and activity options with excellent public transport connections."

f.re.e partner region Upper Bavaria presents "GeHEIMATorte"

Felix Kirschenbauer
PR Manager
Tel. +49 89 949-21472
felix.kirschenbauer@
messe-muechen.de

Messe München GmbH
Am Messesee 2
81829 Munich
Germany
messe-muenchen.de





At its stand (Hall A5, 401/402) and in the supporting program on the various stages, 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. Over 150 secret locations, "[GeHEIMATorte](#)", provide tips and inspiration for the next excursion, ranging from culture and nature to activities and sport.

Travel and Caravanning & Camping areas grow

Compared to the previous year, the [number of exhibitors](#) at f.re.e has increased by over ten percent, and the total exhibition space by almost 20 percent. The Travel and Caravanning & Camping areas in particular are making a big contribution to this growth, with both of them each now occupying three of the eight halls in total. Over 600 companies will be represented in the travel area (Halls A3 to A5), while more than 180 exhibitors will present 70 brands in the caravanning & camping halls (B3 to B5).

Additional activity areas to join in and try out

In addition to travel offers and equipment for leisure activities, f.re.e will also offer visitors numerous opportunities to actively organize their visit to the trade fair. There will be additions this year to the already established spaces such as pools for test diving, SUP and canoeing, climbing tower, and bicycle and mountain parkour tracks. There will be a special bike parkour track for children under 12, and the tiny tots can do their laps on a track for walking bikes. Another new addition will be the join-on fitness space in Hall A6, with tips on more exercise in everyday life, and the opportunity to try out exercises right there and then.

Münchner Auto Tage and IMOT parallel to f.re.e

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

Minister of State Michaela Kaniber to open f.re.e 2024



Michaela Kaniber, Bavarian Minister of State for Food, Agriculture and Forestry, will attend the official opening. Together with representatives of Messe München, the Upper Bavaria Tourism Association, and members of the Munich City Council, she will take over the opening ceremony on Wednesday, February 14, from 9:30 a.m.

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.