



Munich, 18. November 2020

## Pressemitteilung 01

### Change of dates

### **f.re.e 2021 will take place in April**

- **New dates: April 21 to 25, 2021**
- **Exhibitors welcome the change of dates**
- **MÜNCHNER AUTO TAGE will take place alongside f.re.e**

**Bavaria's largest fair for leisure and travel will take place as a *special edition* next year. Due to the current situation, it is expected that decisions about travel and leisure will be made at much shorter notice in future. For that reason, Messe München and its exhibitors and partners have decided to postpone f.re.e 2021 to April 21 to 25.**

Due to the current situation, both travel and leisure planning and the inspiration and booking periods next year will be significantly delayed. With this change of dates, f.re.e is catering to the needs of its exhibitors, as Dr. Reinhard Pfeiffer, Deputy CEO of Messe München, explains: "The talks with our customers show that there is a strong desire for a physical trade fair. That's why, after a difficult year, we would like to offer our exhibitors a presentation platform in April 2021."

As in previous years, the MÜNCHNER AUTO TAGE will also take place alongside the f.re.e *special edition*. Andrea Schaller, Publishing Manager of Münchener Zeitungs-Verlag (organizer of the MÜNCHNER AUTO TAGE), finds this a logical step: "The combination of MÜNCHNER AUTO TAGE and f.re.e has grown into a real model for success. Visitors can look forward to a large selection of automotive brands in 2021, too."

Croatia will take on the role of partner country for f.re.e next year. Detailed information on this subject will follow in an upcoming press release.

You can find more information about f.re.e at [www.free-muenchen.de](http://www.free-muenchen.de)

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### **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, Cruises & Boat Trips, Health & Wellness, Caravanning & Camping, Water Sports, as well as Outdoors and 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. In 2020, f.re.e welcomed around 1,300 exhibitors from 70 countries and more than 130,000 visitors in an area 87,000-square meters large. f.re.e takes place every year on the Messe München exhibition grounds and will next be held as a special edition from April 21 to 25, 2021.

### **Messe München**

Messe München is one of the world's leading networking platforms. In a reflection of the slogan "Connecting Global Competence," Messe München serves as a global networking platform and brings together decision makers from all parts of the world. Messe München's portfolio comprises more than 50 trade fairs for capital and consumer goods as well as new technologies that focus on the latest social issues. These trade fairs include the world-leading trade fairs bauma, BAU, IFAT and ISPO Munich. The roughly 200 events organized by Messe München each year attract about 50,000 exhibitors and 3 million visitors.

Messe München has one of the most modern exhibition grounds in the world and with its four locations in Riem, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München, and the Conference Center Nord, is able to fulfill all its customers' requirements individually. Messe München is very successful in its domestic market in Munich as well as in other countries. It is active in all important growth markets: China, India, South Africa, Brazil, Russia and Turkey. Overall, Messe München, with its network of associated companies and foreign agencies, is present in more than 100 countries.