

Die Reise- und Freizeitmesse.  
21. – 25. April 2021, Messe München

Fair for Leisure and Travel.  
April 21 – 25, 2021, Messe München, Germany

[www.free-muenchen.de](http://www.free-muenchen.de)



Munich, February 16, 2021

## Press Release 02

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### Fair for Leisure and Travel 2021 in April is cancelled

- **Decision in close consultation with exhibitors**
- **Lack of planning certainty decisive**
- **Next f.re.e from February 16 – 20, 2022**

**It was not an easy decision for everyone involved: f.re.e 2021, planned for April 21 - 25, cannot take place despite booked halls, loyal exhibitors and partners, and interested visitors. Due to the Corona pandemic, the necessary planning security for all parties involved is lacking for this date. This decision was made by Messe München in close consultation with the exhibitors and partners of Bavaria's largest travel and leisure fair.**

As recently as November, a joint decision was made to postpone f.re.e in 2021 from February to April due to Corona. The change of date was intended to take this year's significant postponement of travel and leisure planning, as well as later booking phases into account. Dr. Reinhard Pfeiffer, Deputy Chairman of the Board of Messe München states: "All partners and exhibitors had wanted the trade show to take place at the end of April, but unanimously no one believed it would be realistic in the current pandemic environment. A further postponement was out of the question, but with today's cancellation we are creating planning security."

In view of the current ongoing lockdown, the uncertainties in the preparations for the trade show are simply too big. f.re.e - Project Director Jessica Stuber: "As there is currently no relief of the pandemic situation in sight, we are now looking forward to the next f.re.e in February 2022."

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**Press Release** | February 16, 2021 | 2/2

The MÜNCHNER AUTO TAGE, which were to be held in parallel with the Special Edition of f.re.e, have been canceled in 2021 as well. Andrea Schaller, Publishing Manager of Münchener Zeitungs-Verlag (organizer of the MÜNCHNER AUTO TAGE), explains: „It would have been our pleasure to once again host southern Germany's largest automotive sales fair alongside f.re.e. But the continuing high level of infection and the unforeseeable end of the lockdown, unfortunately makes hosting this event unrealistic for us at the moment."

In 2022, f.re.e and MÜNCHNER AUTO TAGE will be held in Munich as usual.

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

### **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. Due to the pandemic, the travel and leisure trade fair f.re.e will suspend its annual rotation in 2021 and will next be held at Messe München from February 16 to 20, 2022.

### **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.