



Press Release

f.re.e will be the focus of Bavaria's travel and leisure industry during five days

November 17, 2022

- The travel and leisure trade fair is planning to take place with six halls
- Croatia is the partner country for f.re.e in 2023
- f.re.e once again offers test areas and a varied supporting program

f.re.e, Bavaria's largest travel and leisure trade fair, will take place on the grounds of Messe München from February 22 to 26, 2023. In a total of six halls – A4 to A6 and B4 to B6 – the event will present numerous highlights from the areas of travel, camping & caravanning, watersports, outdoors & fitness and cycling over the course of five days.

Travel and camping & caravanning remain the trend

In 2023, the exhibition areas of travel in Halls A4 and A5, and camping & caravanning in Halls B4 and B5 are once again among the most important segments. That's because motorhomes, caravans, campervans and panel vans in particular have become a trend topic in recent years and are an absolute must for many.

Croatia is once again the partner country for f.re.e following 2014

Equally important is the stand of the partner country of f.re.e, Croatia, in Hall A4 (Stand 702). With its beaches and bays, the country of a thousand islands has been a popular travel destination for Germans for years. Croatia is equally popular with camping and watersports enthusiasts, history and culture buffs, and adventure-seeking travelers due to its mix of modern urban culture, nature and cuisine.

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Varied supporting program

In addition to the highlights of the partner country, visitors can once again look forward to numerous test areas. In addition to various bicycle trails and a pump track for the younger visitors in Hall B6, f.re.e 2023 offers a climbing tower overseen by DAV in Hall A6 and a seascape for canoeing, stand-up paddling and test diving, also in Hall A6. And of course there are various stages with entertainment and expert reports. Further information on the test areas and details on the supporting program are also available online at <https://free-muenchen.de/en/trade-fair/program/>

Parallel event: IMOT

Alongside f.re.e, from Friday through Sunday IMOT, the international motorcycle exhibition, will be hosted in Halls C5 and C6. The event is the meeting point for the motorcycle scene and, in addition to innovations from the area of motorcycling, will also offer electric motorcycles, classics, custom bikes, quads, clothing and accessories as well as travel and leisure offerings related to bikes. The ticket to f.re.e is also valid for visiting IMOT.

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, Watersports, Outdoors & Fitness, as well as Cycling. 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.