

Munich, June 14, 2019

Press release

OutDays 2019

Festival for outdoor culture in the metropolitan region of Munich

Amrei Kommer
PR Manager
Tel. +49 89 949-21406
kommer@ispo.com

- OutDays will transport the dynamic from the trade show halls to the surrounding area
- End consumers will get to be part of the new outdoor movement
- Exclusive events, meet & greets, evening film screenings and more

This summer, Europe's biggest outdoor trade fair, OutDoor by ISPO, will be taking place for the first time ever in Munich. However, it's not just the trade visitors who will be part of the new outdoor movement – end consumers will be able to get in on the act as well. This is because a range of events and activities open to everyone will be taking place in the wider metropolitan region of Munich from June 29 to July 6 as part of OutDays, which will be running in parallel to the trade fair.

The classic definition of the term "outdoor" is changing. It is no longer just all about peak performance – instead, the focus is increasingly shifting towards being at one with nature, finding a decent work-life balance and striving to live a healthier life. New ideas, technology, products and trends are expanding what the sector has to offer. They are creating new opportunities and reaching new target groups.

OutDays, organized by the OutDoor by ISPO team together with partners from trade and industry, will feature a week's worth of sports and leisure activities open to the general public. All outdoor enthusiasts will therefore be able to get a taste of the OutDoor by ISPO spirit, dynamics and atmosphere, stretching from Munich's Isar wetlands and the partner stores in and around the city right as far as the Alps.

Press release | June 14, 2019 | 2/3

Exclusive experiences in the Alps

There are guaranteed to be some real priceless moments, such as the Campervan Challenge set over several days, whereby four teams with Hymercar campers will be traveling through the Alps and enjoying as many outdoor experiences as possible as part of their road trip. Participants of the Icecold Midsummer Night will spend a unique night on the Hintertux Glacier, at an altitude of approximately 3,000 meters, in a bivouac under the supervision of professionals.

Microadventures, meet & greets and film festivals in the city

There will also be a few events happening right in Munich's city center. As part of the night hike arranged by the charity organization Outdoor against Cancer, participants can look forward to a guided hike with test products and lots of interesting facts about the Isar wetlands and the English Garden. The open-air film screenings of the REEL ROCK Film Tour festival and the Bavarian Outdoor Film Festival are sure to give everyone goosebumps. Other events, such as meet & greets with well-known personalities from the outdoor scene, and sports retail workshops, will also be on the agenda.

The full program and registration process for OutDays can be accessed [online](#). Anyone keen on taking part should also take a look on [Facebook](#).

About OutDoor by ISPO

OutDoor by ISPO is the year-round platform for a new outdoor movement, combined with the largest annual international trade fair for the outdoor sector. This is carried out in close partnership with the European Outdoor Group (EOG). ISPO Business Solutions expand the portfolio year-round with both digital as well as cross-media services and create a far-reaching platform for the whole outdoor community. The trade fair OutDoor by ISPO will be held for the first time at Messe München from June 30 to July 3, 2019. From 1993 to June 2018, Friedrichshafen hosted the trade fair.

About ISPO

ISPO is the world's leading sports network for business professionals and consumer experts. The platform was launched in 1970 and brings together an integrated range of industry-related analog and digital services under the ISPO family brand name. This includes the world's largest multisegment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai, Europe's biggest outdoor trade fair OutDoor by ISPO; the online news portal ISPO.com, and the business solutions ISPO Digitize, ISPO Brandnew, ISPO Open

Press release | June 14, 2019 | 3/3

Innovation, ISPO Award, ISPO Academy, ISPO Textrends, ISPO Job Market and ISPO Shop. With its far-reaching mix of innovation promotion, industry networking, know-how and editorial insights, ISPO works 365 days a year to support companies and sports enthusiasts, and to foster passion for sport worldwide.

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 and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.