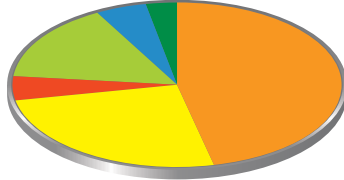


2016 BLOEM SHOW FEEDBACK · RESULTS · STATISTICS

The 2016 Bloem Show was hosted from 27 April – 7 May with the theme “I love Bloem Show”. A variety of activities formed part of one of the largest shows in the country.

EXHIBITORS RATIO

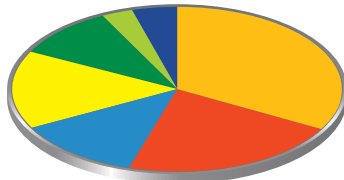
- Bloemfontein & Free State 46.6%
- Gauteng 25.62%
- Eastern Cape 5.25%
- Western Cape 15.12%
- KZN 4.63%
- Rest of provinces 2.78%



EXHIBITORS STATS: BASED ON 2016 EXHIBITORS

AGRI PARTICIPANTS

- Bloemfontein & Free State 33.21%
- Gauteng 21.78%
- Western Cape 15.25%
- Northern Cape 12.34%
- Eastern Cape 9.98%
- North West 3.09%
- Rest of provinces 4.35%



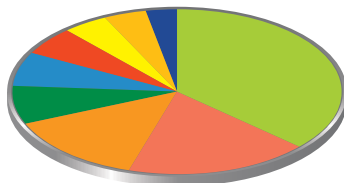
BASED ON 2016 STATISTICS

VISITORS

- Mangaung 93.7%
- Not from Bloemfontein 6.3%

The 6.3% of visitors not from Bloemfontein

- Free State 36.5%
- Northern Cape 18.8%
- Gauteng 13.6%
- Eastern Cape 7.4%
- Not from SA 6.6%
- North West 5.7%
- KZN 4.4%
- Western Cape 4.1%
- Other SA provinces 2.9%



VISITORS STATS: BASED ON 2016 VISITORS RESEARCH

EXHIBITORS @ BLOEM SHOW 2016

- 288 Exhibitors in 414 exhibition spaces
- 46 food stalls
- 2 805 creative handwork and craft entries
- Vehicle exhibitions and demonstrations
- SEDA and SMME exhibitions
- Pet Hall
- Extreme Outdoor Demo day

AGRICULTURE @ BLOEM SHOW 2016

- 4260 animals (horses, cattle and small stock)
- 1 International world show
- 8 National championships
- 13 Regional and provincial championships
- 219 entries in Dairy show
- Vleissentraal SA Stud book Bull growth test class
- Veeplaas auctioneer competition
- 4 x 4 demonstrations
- Outdoor exhibitions
- Sheering demonstrations and competitions
- Padstal exhibition with agri-related wool and meat products

VISITORS @ BLOEM SHOW 2016

- 101 164 visitors
- Demographic stats of visitors
 - Families - 63,5% • Groups - 26,2% • Individuals - 10,3%
 - Female - 54,3% • Male - 45,7%
 - White - 48,3% • Black - 43,8% • Coloured - 4,3% • Other - 3,6%
 - Adults - 42,8% • Children under 12 - 49,5% • Pensioners - 7,7%

ENTERTAINMENT @ BLOEM SHOW 2016

- 12 top national and internationally known artists, including Corlea Botha, Matthew Mole, Mathys Roets, Adam Tas, Kurt Darren, The Parlotones, Karlien van Jaarsveld, Dr Victor & the Rasta Rebels, Lesego, Siphokazi, Lollo, Tjiff and Tjaff and much more.
- Computicket Bloem Show Talent Search – 120 individual and group participants, 10 finalists and 1 winner
 - Beauty contests
 - Fun park exciting rides and special packages
 - Kiddies entertainment
 - Father and child braai competition
 - Clover Kook and Kiddies chef competition
 - Sheep shearing, milk sessions and cattle parade
 - Vodacom kiddies train and Quad tjoë-tjoë
 - Oval Track racing
 - Body building competitions
 - Business breakfasts
- Bag jumping
- Skateboard area
- Motor cross and BMX extreme demonstrations
- SA Crossfit and SA Strongman
- Extreme Outdoor demo day



#SAVETHEDATE

WWW.BLOEMSHOW.CO.ZA

27 APRIL
- 07 MAY
2017

