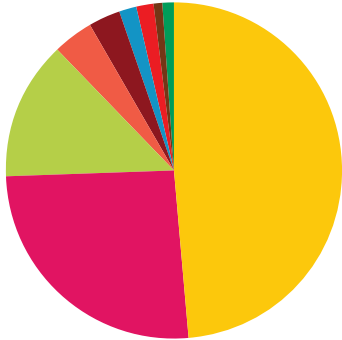


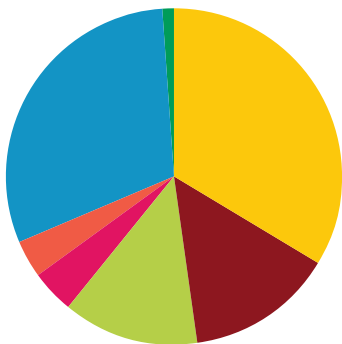
2017 BLOEM SHOW FEEDBACK • RESULTS • STATISTICS

Exhibitor's Ratio Based on 2017 exhibitors



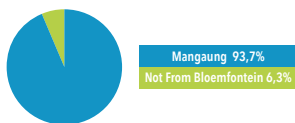
Free State	48,72%
Gauteng	25,93%
Western Cape	13,39%
Kwazulu-Natal	3,70%
Eastern Cape	3,13%
North West	1,71%
Mpumalanga	1,71%
Northern Cape	0,85%
Elsewhere	0,85%

Agri Participants Based on 2017 statistics

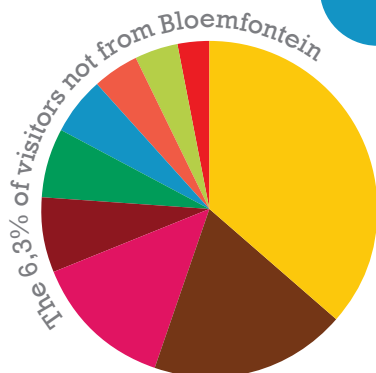


Free State	33,86%
Eastern Cape	13,92%
Western Cape	13,29%
Gauteng	4,11%
Kwazulu-Natal	3,48%
Other provinces	30,38%
Other countries	0,95%

Visitors Based on 2016 visitors research



Mangaung	93,7%
Not From Bloemfontein	6,3%



Free State	36,5%
Northern Cape	18,8%
Gauteng	13,6%
Eastern Cape	7,4%
Elsewhere	6,6%
North West	5,7%
Kwazulu-Natal	4,4%
Western Cape	4,1%
Other SA provinces	2,9%



have some
MONSTER
statistics

The 2017 Bloem Show was hosted from 27 April to 7 May. As one of the largest shows in the country, a variety of activities formed part of the 2017 show.

Exhibitions @ Bloem Show 2017

- 374 exhibitions
- 49 food stalls
- 2 786 creative handwork and craft entries
- Vehicle exhibitions and demonstrations
- SEDA and SMME exhibitions
- The Arc with birds, chickens, pigeons, zoo & museums
- Go Green expo
- Crossfit expo
- SANDF exhibition

Agriculture @ Bloem Show 2017

- 4 739 animals
- 1 International Championship
- 9 National Championships
- 9 Regional and Provincial Championships
- 216 entries in Dairy Show
- Vleissentraal - SA Stud Book Elite Bull growth test class
- Veeplaas Auctioneer competition
- 4 x 4 demonstrations
- Outdoor exhibitions
- Shearing demonstrations and competitions
- Farm stall exhibitions with agri-related wool and meat products

Visitors @ Bloem Show 2017

- 111 367 visitors (10% growth from 2016)
- Demographic stats of visitors (2016 stats)
 - 54% female, 46% male
 - 57% adults, 35% children and 8% pensioners
 - 37% black, 56% white, 7% coloured
 - 19.24% visitors overnight when staying in Bloemfontein
- Estimate economic value of Bloem Show to the city/province: R33 207 350.00
 - Job creation
 - Business opportunities for Bloemfontein & Mangaung

Entertainment @ Bloem Show 2017

- 8 Music evenings with 22 top national and internationally known artists.
- Computicket Bloem Show Talent Search - 65 participants, 10 finalists and 1 winner
- Beauty contests - 5 categories
- Fun park exiting rides and special packages
- Kiddies entertainment
- Ola Fun Walk
- Sheep shearing
- Vodacom kiddies train and Quad tjoe-choo
- Oval Track racing
- SANDF capability show
- Lipizzaners horse show
- Brian Capper, motorbike stunts
- Dog championships