

2018 BLOEM SHOW

FEEDBACK · RESULTS · STATISTICS

135TH BLOEM SHOW

THE 2018 BLOEM SHOW WAS HOSTED FROM 26 APRIL TO 5 MAY. AS ONE OF THE LARGEST SHOWS IN THE COUNTRY, A VARIETY OF ACTIVITIES FORMED PART OF THE 2018 SHOW.

EXHIBITOR'S RATIO

Based on 2018 statistics



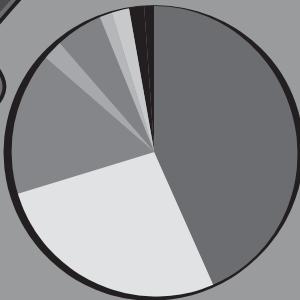
Free State 38.6%
Gauteng 14.73%
Northern Cape 13.80%
Western Cape 12.40%
Eastern Cape 11.63%
Northwest 3.72%
KwaZulu-Natal 0.93%
Mpumalanga 1.17%
Namibia/Bostwana 1.86%
Other Provinces 0.62%

EXHIBITIONS @ BLOEM SHOW 2018

- 342 exhibitions
- 50 food stalls
- 2 574 creative handwork and craft entries
- SEDA and SMME exhibitions
- The Arc with birds, chickens, pigeons, rabbits & museums
- SAPS exhibition
- SANDF exhibition

AGRI PARTICIPANTS

Based on 2018 statistics



Free State 43.39%
Gauteng 27.01%
Western Cape 16.09%
KwaZulu-Natal 2.30%
Eastern Cape 5.17%
Northern Cape 1.44%
Northwest 2.01%
Mpumalanga 1.72%
Elsewhere 0.86%

AGRICULTURE @ BLOEM SHOW 2018

- Animals
- 1 International Championship
- 7 National Championships
- 17 Regional and Provincial Championships
- 206 entries in Dairy Show
- Vleissentraal - SA Stud Book Elite Bull growth test class
- Veeplaas Auctioneer competition
- Outdoor exhibitions
- Sheering demonstrations and competitions
- Farm stall exhibitions with agri-related wool products

VISITORS @ BLOEM SHOW 2018

- 105 645 visitors
- 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: R35 000 000+
 - Job creation
 - Business opportunities for Bloemfontein & Mangaung

VISITORS

Based on 2016 visitors research



Free State 36.5%
Northern Cape 18.8%
Gauteng 13.6%
Eastern Cape 7.4%
Elsewhere 6.6%
Northwest 5.7%
KwaZulu-Natal 4.4%
Western Cape 4.1%
Namibia/Bostwana 2.9%

Mangaung 93.7%

Not from Bloemfontein 6.3%

ENTERTAINMENT @ BLOEM SHOW 2018

- 18 top national and internationally known artists.
- Computicket Bloem Show Talent Search - 110 participants, 10 finalists and 1 winner
- Beauty contests - 4 categories
- Fun park exiting rides and special packages
- Kiddies entertainment + productions
- Family Fun Competition - R70 000 Holiday grand prize.
- Sheep shearing
- Vodacom kiddies train
- Oval Track racing
- SANDF capability show
- Brian Capper, motorbike stunts
- Dog championships
- Monster truck show