



PRESS RELEASE

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2024 BLOEM SHOW A HUGE SUCCESS

The annual Bloem Show that kicked off on 25 April 2024, successfully ended on the 4th of May. It was certainly one of the best shows in history.

Bloem Show would not have been possible without the contribution of hundreds of role players, exhibitors, breeders, sponsors, and visitors.

This year's show was enhanced by the excellent autumn weather, highest attendance since 2012, a record number of livestock and great quality exhibitions and entertainment.

The show had one public holiday less than in 2023, due to Human Rights Day that was on a Saturday, and it still resulted in a 17.65% increase in **attendance** with a total of **126 427 visitors** that attended the show.

The Bloem Show has once again proved itself to be the most popular show in central South Africa, which results in a major financial and economical injection for the city and the region.

Compliments and positive feedback were received for the variety, quality, and addition of several new exhibitions to this year's Bloem Show.

Despite pressure on consumers and businesses in the current economic conditions, there were **330 exhibitors** and **58 food stalls** at this year's Bloem Show.

We received 2 342 entries this year at the **Creative handwork and arts department**, which is a 13.3% increase. It is especially pleasing to see how many entries there are from schools and children and what incredible pride there is to see their articles displayed at the Bloem Show. Currently the division is the largest of its kind in SA.

There were also a 10.7% increase in **dairy product entries**, which totaled 321 entries received from several dairy factories in SA.



This year's **agricultural program** was jampacked, with an overflow of compliments regarding the great platform, spirit and marketing opportunity that Bloem Show provides to the livestock stud industry. The program included 21 championships with 5 600 participating horses, cattle, and sheep. A record year in the livestock industry.

We **thank** every visitor, exhibitor, service provider, sponsor and the media for the incredible support and contribution to the success of Bloem Show 2024 which once again assisted with a great economic boost for Bloemfontein and the Free State!

What a privilege to give hope and smiles to so many kids and show friends!

See you all at Bloem Show 2025!

END