



MEDIA RELEASE

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Pressr2026feedback

BLOEM SHOW 2026

Bloem Show 23 April to 2 May 2026, has been concluded, and we would like to express our sincere appreciation to everyone who contributed to the success of this year's show.

The 2026 Bloem Show will certainly be remembered as a show marked by unusual circumstances.

After the Covid interruption, during which the show could not take place, this was the first Bloem Show in many years without any cattle or sheep.

This decision was taken against the backdrop of the national Foot-and-Mouth Disease situation and the risks associated with it.

Frost in April during the show was unusual – and a full 24 hours of uninterrupted rain in April even more so. Despite these challenges, a positive attitude, cooperation, and ongoing commitment from all role players ensured a successful Bloem Show. Thank you sincerely for this.

Bloem Show 2026 – feedback and key statistics:

- 10 days
- 81,818 visitors
- 3,137 entries in the largest creative craft and arts section in South Africa
- 327 exhibition stands
- 63 food stalls
- 8 social / leisure areas
- 929 horses, in the absence of approximately 4,000 cattle and sheep
- 33 amusement park rides with the Big Ferris wheel the most popular
- 374 entries in the second-largest dairy production show in South Africa
- 48 advertising sponsors
- Advertising coverage on 10 radio stations
- 41,629 Facebook and 5,669 Instagram followers



- 500 street posters
- 20 artists (headline and emerging)
- 49 participants in the bodybuilding competition
- Guinness world record title for donation of most petfood in 24 hours was done at Bloem Show by Petshop Science & Montego Pet Nutrition, 64.2 ton
- Lowest attendance day in 20 years: Thursday, 30 April (24 hours of rain)
- Best attendance: Friday, 1 May and Saturday, 2 May 2026
- Educational initiatives: Farmyard, two museums (Mangaung Fire Brigade Museum and SA Armour School Museum), poultry, ornamental pigeons, pedigree rats, koi fish, SAPS exhibition, Department of Agriculture rural development exhibition
- Safety: Full time Venue operation centre managed by SAPS commander and all safety role players
- Security guards: 70 day and 49 night guards, 5 day and 4 night supervisors, 1 CCTV monitoring,
- 1,150 job opportunities created (security, cleaning services, gate staff, and temporary assistants)
- Estimated economic contribution of R70 million to the Bloemfontein and Free State economy

The **provisional dates for Bloem Show 2027** are **22 April to 1 May 2027**.

It is a privilege to already confirm that the cattle and small livestock sections are fully booked, and that most corporate companies, exhibitors, and entrepreneurs have already confirmed their participation in Bloem Show 2027.

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