



Bloem Skou • Show

Fact Sheet

Many thanks to the hundreds of role players, exhibitors, breed societies, breeders, sponsors and visitors that ensure an annual successful show.

Facts about the Bloem Show


143
years
in the show
industry


106 706
avg. visitors
a strong turnout
over 9 days


345
exhibitors

60
food stalls
Maintaining a vibrant
marketplace atmosphere


2 711
creative handwork
& arts entries
the largest in SA


411
dairy product
entries
a 27.1% increase

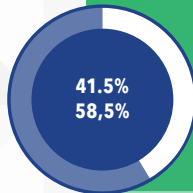

22
livestock
studbreed
championships


5 759
livestock
a record-
breaking year

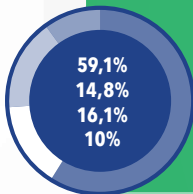
Demographics and market research 2023

Demographics

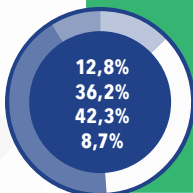
Based on
market research



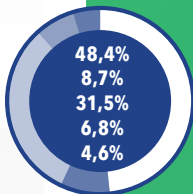
Gender
Male
Female



**Visitor
group profiles**
Family with kids
Family without kids
With friends
Single

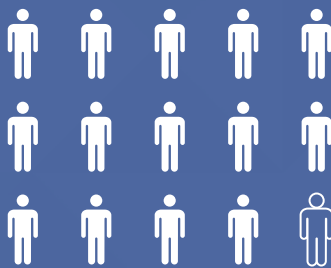


Age groups
19-25 years
26-36 years
37-50 years
Older than 50 years



Language
Afrikaans
English
Sesotho
Tswana
Other

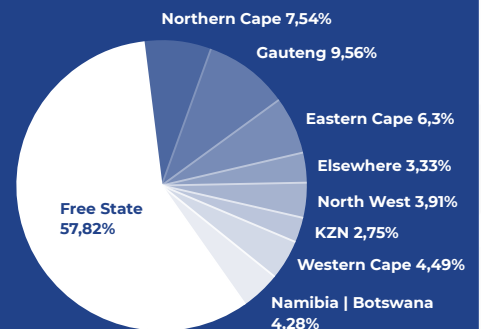
Visitor's Profile



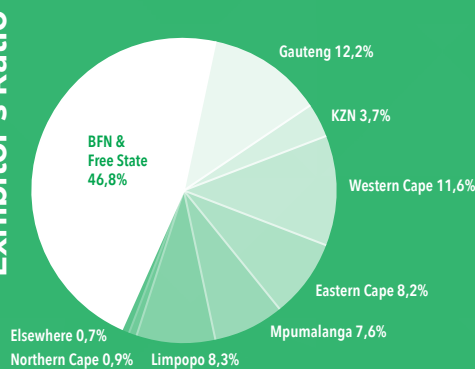
91,8% of visitors are
from Free State
8,2% from the rest of
South Africa and international

Visitor's throughout SA

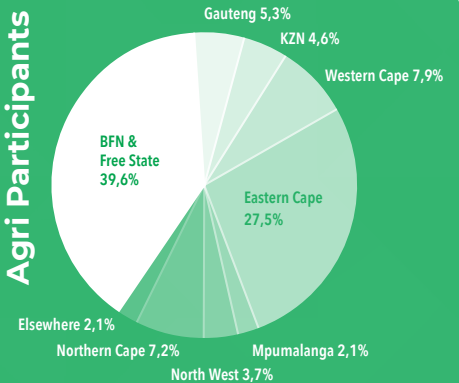
The 8,2% from the rest of
South Africa



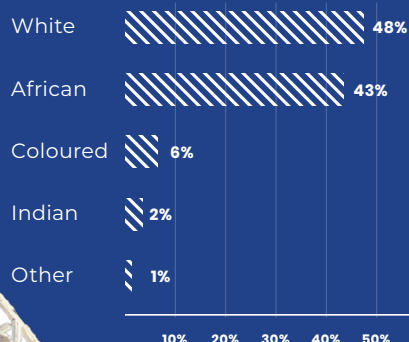
Exhibitor's Ratio



Agri Participants



Ethnicity



Daily Attendance 2025

Day 1 Friday	6 886
Day 2 Saturday	11 894
Day 3 Sunday	7 427
Day 4 Monday Public Holiday	12 502
Day 5 Tuesday Half Price	14 710
Day 6 Wednesday	12 316
Day 7 Thursday Public Holiday	11 940
Day 8 Friday	10 370
Day 9 Saturday	18 661
Total	106 706

Activities at Bloem showgrounds through the year

What's happening at the showgrounds through the year?

The Bloem showgrounds are utilised for several events, functions and businesses throughout the year.

We are your cost effective, safe and affordable solution!

Rent any of our facilities for:



Weddings



Parties



Expos



Year-end
functions



Auctions



Storage



Office space

Annual Bloem Show



The Bloem Show is an annual event in Bloemfontein and is hosted every year between March and May at the show grounds in Bloemfontein. The Bloem Show takes place over a period of 10 days.

The platform to sell and market your product or service:



Exhibitors



Livestock Championships



Food Stalls

Businesses have the opportunity to:

- Market face-to-face
- Increase sales volumes
- Grow your database of potential new customers
- Establish a presence in the market
- Do promotions, exhibit, demonstrate or sponsor events
- Advertise their product or service
- Reach an expected visitor number of $\pm 100\ 000$

Your one-stop entertainment event for:

- Fun Fair
- Live entertainment
- Variety of food stalls
- Exhibitions
- Livestock
Cattle, small stock, horses
- Farm Yard
Pigeons, chickens, koi fish, museums
- Creative crafts, arts and home industry
- Dairy product competition

