

Hobby-X

4-7 May 2023

Kyalami Grand Prix Circuit and
International Convention Centre,
Johannesburg

www.hobby-x.co.za



messe frankfurt

POST
SHOW
REPORT
2023

SHOW PROFILE

Hobby-X is a trade and consumer show that showcases a variety of hobbies and crafts, it was initially launched in 1998 and has grown exponentially over the past 25 years. At Hobby-X, visitors can explore the latest products and supplies related to their favorite hobbies and crafts, learn new techniques, and connect with other hobbyists and experts in their field. The show typically features exhibitors selling supplies, tools, and finished products related to hobbies and crafts, as well as demonstrations and workshops led by experts.

EXHIBITION OVERVIEW

4

Days

79

Unique Workshops

88

Exhibitors

399

Workshop Attendees

2365

Total Sqm's

8145

Attendees

*SUBJECT TO FINAL AUDIT

MEDIA PARTNERS & SPONSORS



FEATURE AREAS:

- The brand new **Crafters Area** was a huge hit, offering a range of unique and creative products and workshops.
- The **Book Corner** was also new to the show, providing visitors with a chance to browse and purchase a variety of books related to their hobbies and interests.
- This year's Hobby-X featured a jam-packed schedule of **Workshops** covering a diverse range of hobbies from our exhibitors. The workshops were ideally made for those interested in crafting, Jewellery, Bible Journaling, and much more. Our expert instructors taught the latest techniques and shared their passion for their respective hobbies.
- Following last year's success the **Treasure Hunt Competition** made a triumphant return this year. And if that's was not enough, we introduced a brand-new competition called **Hobby-X Make a Change**. Entrants took something old or something they could recycle and transformed it into something new! They added their own sparkle to WOW the judges to be crowned the very first Hobby-X Maker.
- The turn out of **Associations and Guilds** this year brought a great sense of community and shared passion to Hobby-X. Visitors were able to connect with like-minded individuals and learn about the various clubs and societies that promote their hobbies and interests
- The Hobby-X **Tea Garden** and food stalls were the perfect place to refuel and recharge during the show. With an amazing selection of delicious food and beverages on offer, visitors could take a break and enjoy a bite to eat while taking in the bustling atmosphere of the exhibition.
- The **Kaldista Baristas** at the Coffee and Barista Bar were truly remarkable, showcasing their exceptional skills and expertise in creating the perfect cup of coffee. Visitors were able to witness the artistry and precision that goes into every cup, making it an unforgettable experience for all coffee lovers.

*SUBJECT TO FINAL AUDIT

WORKSHOPS ON THE SHOW FLOOR



This years exhibition hosted a range of talented exhibitors who ran workshops and masterclasses for eager visitors. From fine art to upcycling, scrapbooking, the workshops catered for all interests and skill levels. With such a high demand, some bookings had to be done on-site, but the wait was worth it. Visitors had the chance to learn from experts and hone their skills in a variety of crafts. These exhibitors truly made the Hobby-X experience unforgettable and left visitors inspired to continue crafting and creating long after the show ended.



OUR EXHIBITORS



WHAT SOME OF OUR EXHIBITORS AND VISITORS HAD TO SAY

Support your school

Hobby-X has a brilliant venue and as an organisation brilliant event planning.

Witwatersrand Orchid Society

Don't fix what is not broken but continue to improve it, well done team!

Vrede & Lust

Overall great quality show with lots of potential to grow.

Cindy

The demo at the PNA stand was an awesome idea, I really enjoyed it and you had a lovely variety of demos.

Nombulelo

Hassle free parking and entry, even a stairlift with friendly staff to help the elderly or disabled. Had a wonderful day and lots of fun! Thank you!

Sonja

Went yesterday. Really well organised. Lots of fun. Spent too much but that's what Hobby-X is for!