

Hobby-X



2026

CREATE. PLAY. THRIVE

KYALAMI GRAND PRIX CIRCUIT JOHANNESBURG

30 APRIL – 3 MAY

WHY HOBBY-X

- Meet ultimate users of your products and
- Network with trade buyers
- Understand what your customers want
- Widen your geographical footprint

WHO SHOULD EXHIBIT

- Hobbyists and Crafters
- Independent business Owners/ Retailers
- People looking to start a business

FUN FACTS 2026

12 636
VISITORS

91
EXHIBITORS

75
WORKSHOPS

ACROSS 20 CITIES AND
4 COUNTRIES

20 HOBBIES AND 30
CRAFTS

849 WORKSHOPS
ATTENDEES

MARKETING BENEFITS

- Featured in Hobby-X marketing campaigns
- Boosted digital brand exposure
- Content creation for future promotions
- Memorable brand interactions with visitors

WHAT WERE OUR VISITORS INTERESTED IN

- Crafts
- Various Hobbies
- Hands on workshops
- DIY info and tools
- Shopping for supplies

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PLANNED EXPERIENTIAL ZONES

- Largest showcase of Hobbies & Crafts Exhibitors
- Hands on Workshops
- Product Demo's
- DIY zones
- Man-cave
- Kidszone

CONTACT



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