

Hobby-X

30 April - 3 May
2026

Kyalami Grand Prix Circuit



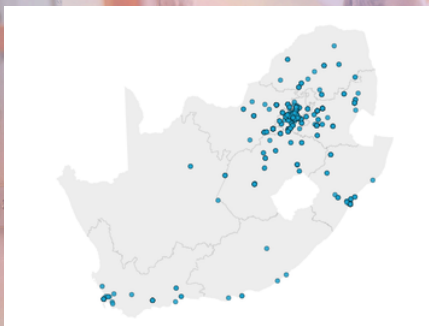
4 DAYS 87 EXHIBITORS

13 916 VISITORS

963 WORKSHOP ATTENDEES

50KG OF KERNELS POPPED BY PNa

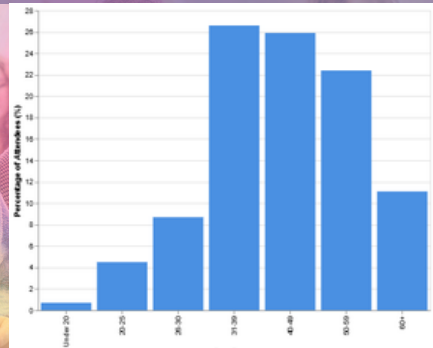
Visitor Demographics



Our largest visitor group fell within the 31-39 age range

Visitors came from 194 Cities & Towns and 7 Countries

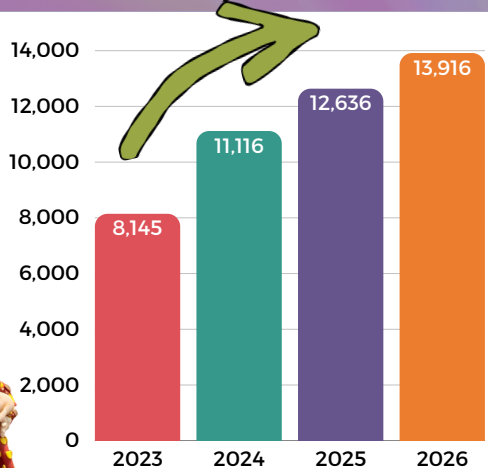
Age Demographic



Show Profile

Hobby-X is Southern Africa's one stop shop for materials, equipment, and supplies across a wide range of hobbies and crafts. Each year, thousands of visitors from South Africa and neighbouring countries attend the show. Hobby-X brings together a vibrant community of passionate creators, makers, and hobby enthusiasts. Since 1998 this event has been the ultimate destination for exploring the latest trends, tools, and techniques across a wide spectrum of creative pursuits.

Visitor Growth



Sponsors & Partners



Show Highlights

THE PITLANE

Hobby-X launched the Pit Lane — a hands-on haven for action-packed hobbies and exploration! From RC cars and drones to woodworking, metalworking, classic cars, and gaming simulators — plus pop-culture collectables, creating your own energy drink and even car wrapping... it was non-stop FUN!

TREASURE HUNT

The treasure hunt was a huge hit this year! We added a daily cash prize giveaway, and the crowds absolutely loved it. We had a staggering 8 320 entries! In total, we gave away prizes worth R24,000, making it a fun and engaging experience for everyone involved.

EXHIBITION HALL

The "Great Escape" theme brought a vibrant energy to the exhibition hall, with exhibitors embracing it through eye-catching and imaginative displays. Visitors were excited to explore new exhibitors, each adding fresh ideas, bold creativity, and a dynamic new edge to the show floor.

WORKSHOPS

We saw another record-breaking year for workshops, with an impressive 963 attendees taking part! Visitors enjoyed a dynamic lineup of hands-on sessions, exploring a wide range of hobbies curated by our exhibitors and industry experts, including Cupcakes of Hope, Tuft Jozi, and Leroy Merlin.

Let's hear from the people:

Most importantly, we were able to engage with new customers!
Exhibitor - Snowaurora

It was a great experience!
Visitor - Naran Reshma

Hobby-X has the happiest vibe ever! Feels like one big family!!
Host - Jak de Priester

2026 EXHIBITORS