

# Hobby-X

2-5 May 2024

Kyalami Grand Prix Circuit and International Convention Centre, Johannesburg

www.hobby-x.co.za

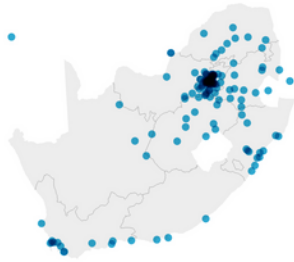


# POST SHOW REPORT 2024

## HOBBY-X VISITORS

### Visitor Origin - Hobby-X 2024

Visitors from 172 Towns/Cities across Southern Africa



## SHOW PROFILE

Hobby-X, launched in 1998, has thrived over the past 25 years and this year was no different. Attendees explored a wide range of hobbies, discovering the latest products, and mastering new techniques, where they could explore the latest products and supplies related to their favourite hobbies and crafts. This year the theme of Retro Cool proved very popular with visitors and exhibitors alike where they could celebrate the nostalgic past. The introduction of the man cave was very well received by those looking for more masculine hobbies and crafts. Hobby-X continues to evolve, ensuring every visit is a journey of discovery and inspiration.

## SHOW STATS

4  
Days

11 116  
Visitors\*  
\*SUBJECT TO FINAL AUDIT

... from 172  
Towns/Cities across  
Southern Africa

Exhibitors

94

## MEDIA PARTNERS & SPONSORS



287

Workshop Attendees

39

Unique Workshops

## FEATURE AREAS

### CRAFTERS AREA

The Crafters Area, now in its second year of operation, was a resounding success, delighting attendees with its diverse array of imaginative products and engaging workshops.

### WORKSHOPS

Workshops Attendees were treated to an exciting lineup of workshops, offering a wide array of hobby experiences curated by our exhibitors and industry experts such as Cricut, Tjhoko Paint, Mariette Beukes, and Gin Passport SA. All participants delved into the latest techniques and shared in their boundless passion for their chosen hobbies and newly acquired skills.

### EXHIBITION HALL

The exhibition hall was buzzing with excitement as an impressive array of exhibitors brought their A-game, incorporating the event theme to their stands. Visitors were thrilled to discover over 30 new exhibitors, adding fresh perspectives adding fresh perspectives and offerings to the show's dynamic atmosphere.



### MAN CAVE

The MAN CAVE made waves this year. This fresh addition, tailored to enthusiasts of all things masculine, was met with resounding approval from attendees and this area will continue to grow with practical demonstrations and workshops

### DRESS UP COMPETITION

The "Retro Rewind" theme at our show was a blast from the past, with visitors donning their finest retro attire for a chance to win prize money as the best-dressed golden oldies. Both visitors and exhibitors embraced the nostalgia and fun of the occasion.

### Union Billiards A MINUTE TO SINK IT

This year's highlight at the Man Cave was the thrilling "Minute to Sink It" pool competition. Visitors competed to win a pool table valued at R25K by sinking balls in record time. The event was a spectacular and memorable experience for all who participated and attended. Congratulations to Aaron Pillay for sinking 11 balls in a minute!

# WORKSHOP EXHIBITORS



# OFFICIAL ATTEMPT

This year Hobby-X and Cricut teamed up to attempt a Guinness World Record for the largest display of rolled paper flowers. Part of the guidelines were that flowers had to be created to a suitable standard, all flowers had to be displayed in the same defined area, and the minimum requirement to be considered for the record was 1 000 rolled flowers. The rolled flowers were counted by 2 independent witnesses on site to validate the number, the final numbers will be announced after the official audit.



## GUINNESS WORLD RECORDS



## WHAT SOME OF OUR EXHIBITORS AND VISITORS HAD TO SAY

**Engela - Gencotech Laser Making**  
 Good all round, great venue and great organisation. I absolutely love Hobby-X.

**Liezie - Intermarket Graphics**  
 For our first time it was a great experience and lots of learning for the next one.

**Michelle - Tjhoko Paint**  
 We are extremely happy with the event and the turnout. Well done to the organising team.

**Visitor - Robbie**  
 We were there this morning. It was brilliant. 2 years ago, I was disappointed, but this year was awesome. See you next year.

**Visitor -Stephanie**  
 You are doing exceptionally well, other expos may come and learn from you, love it

**Visitor - Jenny**  
 Visited Hobby-X today, the show is getting better every year! I had the best day out! Thank you

## OUR EXHIBITORS



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