

THE SENSE OF ADVENTURE | face it. feel it. smell it.



Gauteng
Getaway show
 2 - 4 September 2011 Coca Cola Dome

Fact
 sheet

In 2010, the show attracted 22 179 visitors, with most exhibitors experiencing record sales figures and a large increase in quality enquiries.

The Getaway Show covers approximately 12 000 m² of floor space and is an ideal outing for all travel, outdoor and adventure enthusiasts. Visitors can enjoy over R1-million worth of prizes, 400 exhibits, exclusive show specials, demonstrations, activities, a kiddies' area, the Getaway stand, Spin & Win, the Hansa Beer Tent and six adventure workshops.

Western Cape
Getaway
SHOW
 23 to 25 March 2012

The 2011 Western Cape Getaway Show was incredibly successful with 16 278 visitors over 3 days.

Don't forget to include this show in your 2012 calendar

AGE

16 to 24	4,0%
25 to 34	21,7%
35 to 49	39,0%
50+	35,3%

HOUSEHOLD INCOME

R5 000 to R10 000 pm	11,3%
R10 000 to R20 000 pm	20,4%
R20 000 to R30 000 pm	23,0%
R30 000+ pm	45,3%

HOME LANGUAGE

English	67,9%
Afrikaans	29,5%
Other	2,6%

Visitor stats

INTERESTS

Local destinations	69,7%
Camping	64,9%
4x4 products and accessories	49,4%
Photography	46,5%
Accommodation	46,1%
Gear	38,7%
Adventure activities	38,0%
International destinations	31,4%
Hiking	29,5%
Vehicles	28,4%
Trailers	25,1%
Diving	17,0%

For more info

on sponsorship opportunities or to book a stand please contact Debbie Kusel on 021-530-3192 or email debbie@ramsaysmedia.co.za

