

Rand Show's new strategy could attract 200 000 visitors

The Rand Show (22 April - 2 May 2011) now has a clearly defined positioning - a 'Great Day Out' for the entire family - with all content revolving around the lifestyle interests and needs of the whole family. With a target of 200 000 visitors for 2011, it is focused on reclaiming its position as South Africa's premier show, adding old favourites such as the South African Defence Force (SANDF), which returns after a decade's absence.



"Our new strategy was rolled out in 2010," says Craig Newman, CEO of the Johannesburg Expo Centre. "We reclaimed the show as a family space, bringing in strategically-focused, wholesome content aimed at striking a chord with every member of the family."

All exhibition content was re-organised along lifestyle themes such as home and garden or healthy living, while much-loved features of old, such as the Boat Show on the Nasrec Lake, were re-introduced. There is also a strong focus now on delivering top-quality exclusive entertainment content, which is included in the price of the entrance ticket. Add to this, the beefed-up security, and a new and affordable ticket pricing structure, saw the success of the turnaround in the numbers.

Purchasing power of visitors

Despite unseasonably bad weather, the Rand Show 2010 attracted 175 000 visitors, with the majority of these (65.7%) from households with children, confirming that power of the new family-oriented, lifestyle-rich focus.

"We look for emotional touch points in the lives of families, which allows us to successfully target a wide demographic profile. Our new visitor profile spans all cultural backgrounds, with the majority (42%) being in the 35-49-year age group, and a significant 31% in the 25-34-year bracket. A further 13% were aged 50 to 64."

More importantly though, Newman says that almost three-quarters of 2010 show visitors were employed in the formal sector, with a further 7% being self-employed. "The show pulled in an audience with real purchasing power. Almost half of our visitors came from households which earned between R10 000 and R20 000 per month, with a further 40% earning between R20 000 and R100 000 a month."

New exhibitors

The SANDF announced its return to Rand Show 2011 at a launch held on 22 March 2011, where Brigadier General Marthie Visser, director corporate communication, unveiled the theme: "Defence in Peacetime - A Force for Good" and some of the items which visitors to the show can look forward to.

The indoor exhibition will be covering the corporate business of the SANDF to include peace missions and support to other government departments and its Field Post Office - SANDF Reserves.

Various South African Army, Air Force, Navy and South African Military Health Services exhibitions and live displays will attract visitors. The SANDF will contribute the following shows to the Arena programme

- Simulated hostage situation (with the air force, Metro police, SAPS and paratroopers).
- Irish pipe & drums display.
- SAMHS - Military Veterinary Institute
- SAMHS Band
- Flypasts of SAAF aircraft

For more, go to www.randshow.co.za

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