

# Getaway Show extends its reach

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The Getaway Show, South Africa's largest consumer travel and outdoor expo, is set to grow even further, with the announcement that a fourth event is to be added to the calendar: the OFM Getaway Show is scheduled to take place in Bloemfontein from 2 – 4 July.

The additional show means the branded exhibition will have extended its footprint to four major centres in South Africa, with shows already held annually in Johannesburg, Cape Town and Durban.

"The Getaway Show has achieved momentous growth since its inception in 1996 and is firmly established in three provinces," commented the Show Manager, Ross Cullingworth. "The time was right to introduce a new audience of adventure travel enthusiasts to the broad range of products and services that the Getaway Show represents and to afford our exhibitors the opportunity to reach a large, previously untapped market, the majority of whom have a high disposable income and an active interest in travel and tourism."

OFM was the obvious choice to partner the new show, he said, given the similar demographics of their respective audiences. The Free State radio station broadcasts in English and Afrikaans to 448 000 loyal listeners, predominantly in the 25 – 49-year-old age group, more than 70 percent of whom are in the A/B income group.

Meanwhile, in a much-anticipated move the Cape Getaway Show moves to the Cape Town International Convention Centre in March, offering show visitors a greatly improved expo in a world-class venue, Cullingworth said. The focus this year will be on more activities and broader appeal, with trick bike demos, adventure racing and a photographic competition among the items added to the mix.

Last year the Cape Getaway Show combined with the International Holiday and Travel Faire, to great benefit. The improved variety of products and services on offer attracted a larger, more discerning audience, while the two-pronged marketing and advertising strategies resulted in a greater awareness and increased attendance, according to Cullingworth. The move to the new venue was expected to increase attendance even further this year.

The Cape Getaway Show takes place at the CTICC from 26 – 28 March.

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