

# 2026



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# KHAKIBUSH



[goexpo.co.za](http://goexpo.co.za)

# KZN'S BIGGEST ADVENTURE EXPO



The 2026 Great Outdoors Expo will be the 6th running of KZN's BIGGEST ADVENTURE EXPO at the sought after Durban Exhibition Centre.

## OPPORTUNITIES AWAIT

The Great Outdoors Expo serves as a platform for exhibitors to showcase their products, services, and innovations to a diverse audience of outdoor enthusiasts. Whether you specialize in vehicles, boats, tyres, tents, camping gear, hiking equipment, fishing tackle, or outdoor apparel, the Expo provides an unparalleled opportunity to connect with your target market.

## NETWORKING

One of the most significant benefits of participating in the Great Outdoors Expo is the chance to network with industry professionals, fellow exhibitors, and potential customers. Forge new partnerships, exchange ideas, and build relationships that can propel your business forward.

## VISIBILITY AND BRAND EXPOSURE

Exhibiting at the Great Outdoors Expo puts your brand in front of thousands of attendees who are actively seeking the latest and greatest in outdoor gear and experiences. Take advantage of this high-visibility platform to increase brand awareness, generate leads, and drive sales.

## PRODUCT LAUNCHES AND DEMONSTRATIONS

Debuting a new product or showcasing your latest innovations? The Great Outdoors Expo is the perfect venue to launch your offerings and provide hands-on demonstrations to eager attendees. Engage with customers directly, gather feedback, and create buzz around your brand.

The venue gives our exhibitors a choice of indoor and outdoor stands, with 75% of the Exhibitor space being inside the 10 000m<sup>2</sup> Exhibition venue and a further 5000m<sup>2</sup> of open outside space. The venue is no stranger to events, with over 30 events being staged there per year. The Venue also offers back up electricity which covers 90% of the area as well as secure parking for over 1000 vehicles per day underground at the ICC, as well as another 1500 of open parking bays next to the Work Shop.

[CLICK HERE FOR THE  
2025 EXPO VIDEO](#)



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# QUICK EXPO STATS



**MAR  
2023**

SUNCOAST CAR PARK 3

**20 000**

SQM FLOOR SPACE

**123**

EXPO STANDS

**5000**

ATTENDEES

**AUG/SEPT  
2024**

EXHIBITION CENTRE

**15 000**

SQM FLOOR SPACE

**131**

EXPO STANDS

**7000**

ATTENDEES

**NOV  
2025**

EXHIBITION CENTRE

**15 000**

SQM FLOOR SPACE

**148**

EXPO STANDS

**8500**

ATTENDEES

**14-15  
NOV**

EXHIBITION CENTRE

**15 000**

SQM FLOOR SPACE

**200**

EXPO STANDS

**13 000**

EXPECTED  
ATTENDEES



# STANDS & ACTIVATIONS



- Offroad Vehicle Accessories
- Offroad and road Vehicles
- Caravans and Camping trailers
- Outdoor Accessories
- Camping Equipment
- Patio & Home Furniture
- Kids Entertainment
- Educational talks
- Hotels & Lodges
- Solar & Battery Systems
- Hunting Accessories
- Food and Beer Stands
- Local unique food stands
- Crafters and woodwork
- Braai displays
- Boat and watercraft display
- Motorbike displays
- Plants and Garden furniture
- Vintage Cars
- Sporting equipment
- Paintball and Climbing wall
- PLUS LOTS MORE...





**2026 Date:** 14<sup>th</sup> & 15<sup>th</sup> November 2026

**Expectant visitors** 10 000 – 13 000 visitors over 2 days

**Attendees Target Market** KZN, Joburg, South Coast, North Coast, Inland

**Gate entry fees** R100 Adults / R60 Students and Pensioners

**Stand Sizes** 500m2 to 9m2. Approx

**Education** Scouts, Charity and Environmental Companies

**Exhibitors** 15% Vehicles / 10% Vehicle Accessories / 20% Trailers, Caravans, Boats / 5% Food & Drink / 15% General interest stands / 20% Camping & Products / 10% Off Grid Stands

**Times** SATURDAY 9am to 6pm, SUNDAY: 9am to 4pm

**Exhibitor set up on** Thursday & Friday 9am to 6pm

**Exhibitor Breakdown** Sunday 5pm to 7pm & Monday 8am to 4pm.

**Marketing Reach** 9.1 million people

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**DURBAN ICC**  
INTERNATIONAL CONVENTION CENTRE  
INKOSI ALBERT LUTHULI ICC COMPLEX  
SOUTH AFRICA

# MARKETING & COMMUNICATION OF THE EXPO



## MEDIA PARTNERS

- East Coast Radio
- Caxton Group
- NewsRoom Africa
- Sunday Tribune
- Whats on Durban
- Khaki Bush eMag

## MARKETING CHANNELS

- Social Media
- Street Posters
- Website
- Magazine
- East Coast Radio
- Database emails
- Caxton Media
- Exhibitor networking



**DURBAN ICC**  
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SOUTH AFRICA

# MEDIA AND BRAND EXPOSURE



## PLANNED ABOVE THE LINE:

- Adverts and interviews on East Coast Radio
- 2 x Outdoor Billboards in KZN (1 month each)
- Street Posters advertising Expo across KZN
- NewsRoom Africa Interview and Expo Coverage
- Sunday Tribune Adverts and Editorials
- Khaki Bush eMag Adverts and editorials

## PLANNED BELOW THE LINE:

- Social Media on Instagram and Facebook
- Pre Expo Teaser videos
- Website
- Database emails to past attendees
- Database sms to past attendees
- Exhibitor networking with indoor advertising



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The logo for Durban ICC, featuring a stylized yellow and red shape above the text "DURBAN ICC".

**DURBAN ICC**  
INTERNATIONAL CONVENTION CENTRE  
INKOSI ALBERT LUTHULI ICC COMPLEX  
SOUTH AFRICA

# NATIONAL SOCIAL AND OTHER MEDIA EXPOSURE



## National Social & other Media exposure:

- Weekly posts on all Social Media platforms.
- National EXPO Influencers for the year
- Expo Photo's on Social Media, including Partner Logo on all images
- Monthly Database SMS pre Expo for 6 months.
- Pre Expo editorial into local media publications by media specialist.
- Pre-Expo video Teaser for social media
- Monthly Social Media Advertising
- Post Expo feature on Supersport – 34min (TBC)
- Local Radio Partnerships Interview about the Expo.
- Partnership with Caxton Group for Adverts and Editorial in each local newspaper in KZN
- East Coast Radio Pre-Expo Competitions (TBC)
- Tollgate Bridge
- Street Posters up for 3 weeks around KZN
- Fixed Street Banners up around Durban for 1 month.

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# SOCIAL MEDIA EXPOSURE

**4X4 CUSTOM DISPLAYS**

GREAT OUTDOORS EXPO 2025



**15 & 16**  
NOVEMBER 2025

**GRILLED TO PERFECTION**

GREAT OUTDOORS EXPO 2025



**15 & 16**  
NOVEMBER 2025

**KHAKIBUSH** **WARN** **TYREMART** **SMARTCAP**

**SAFARI EXPERIENCES**



GREAT OUTDOORS EXPO 2025

**15 & 16**  
NOVEMBER 2025

**WIN A 2 NIGHT SAFARI STAY**

AT BONAMANZI GAME RESERVE

VALUED @ R6000



GREAT OUTDOORS EXPO 2025

**OUR PARTNER**

**TYREMART**

GREAT OUTDOORS EXPO 2025



**15 & 16**  
NOVEMBER 2025

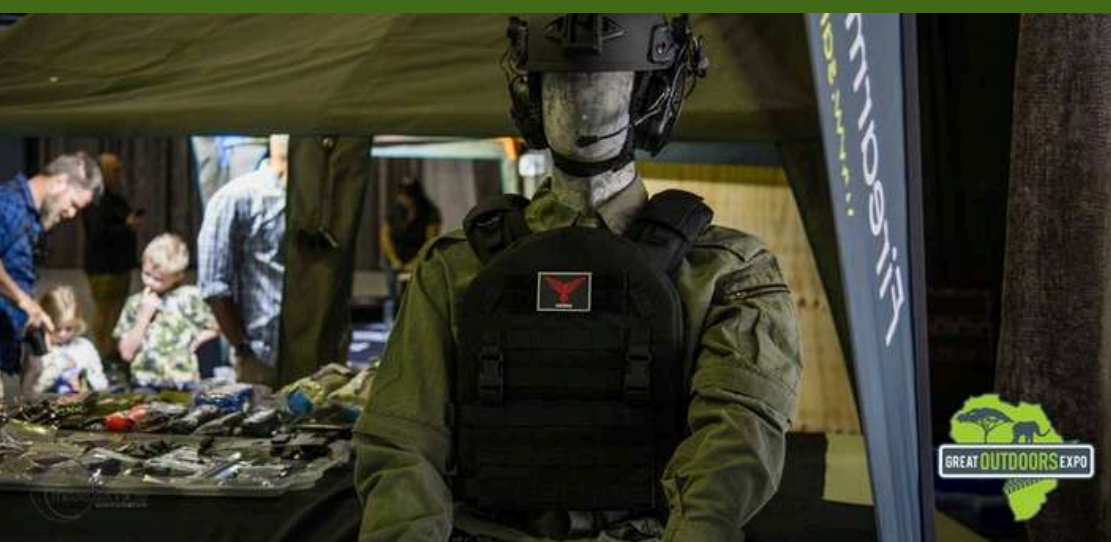
**NEW 4X4'S ON DISPLAY**



GREAT OUTDOORS EXPO 2025

**15 & 16**  
NOVEMBER 2025





  
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