

# Outdoor & Adventure Expo

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South Africa

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LR Classic Safaris (Pty) Ltd is hosting the foremost annual Outdoor & Adventure Expo Broederstroom from 14 - 16 Aug'26. The venue is B'Sorah Hiking Trails on the R3 Hartbeeshoek (satellite) road. Comment from an exhibitor: "This is where an outdoor show should be - in the bush!". Watch the video on exhibitor comments here: <https://youtu.be/T0i6QevPfnk> I'm also hosting the "best venue ever" annual Outdoor & Adventure Expo in Grabouw 6 - 8 November 2026: Grabouw exhibitor comments <https://youtu.be/bmmU1ZO3Zp0> Both events are facilitated at stunning venues, central to the target market, under an hour's drive from the target market area and no toll roads. Broederstroom is just 18km from Lanseria on a stunning bushveld game and cattle breeding farm and Grabouw at the picturesque Elgin Grabouw Sport Club just 10km from Somerset West in the Overberg. The event is focused on outdoor lifestyle, outdoor activities, and outdoor adventures. It is not a music festival; it is not a flea market. We are proudly purist outdoor, and adventure dedicated and only allow quality exhibitors complementing the theme of the event. We market the event to LSM8+. The event is supported thousands of quality day visitors over the weekend. The venue and layouts are unique, as the caravan, off-road caravans, RV's and trailers are in area 2 on an open field, all placed together so the day visitor can compare easily. The 4x4 vehicles, 4x4 fitment centres and 4x4 accessories are also placed on an open field in area 3 next to area 2 and has a

4x4 demonstration track next to it. All the other outdoor gear and items such as cameras (e.g. Canon SA), mountain bikes and e-bikes, camping equipment, food court, etc. are under huge trees in area 1, blending in to create a natural ambiance. The VIP Hall is next to area 1. We utilise the VIP Hall, patio, lapa and surroundings (grassed and natural bush) as the official "Destinations and Adventure Centre". This is the 2025 event highlights video for Broederstroom - click on the link to watch this short video to give you an idea of what the event is about: <https://youtu.be/nMe-imhecbw>, and 2025 Grabouw event highlights video: <https://youtu.be/llM66cMfiGs> You can also have a look at the event detail on <https://lrclassic.com> We implement highly effective and focussed marketing strategy on various levels. We also invite exhibitors to advertise in expo-exclusive newsletters via CaravanSA and SA4x4. Area 2 "Caravans & Trailers" comments: <https://youtu.be/MY5j5ji04cA> Area 3 :4x4 vehicles and accessories: [https://youtu.be/\\_JFWgYteqLY](https://youtu.be/_JFWgYteqLY) Find attached our exhibitor application forms. We are almost fully booked, so please give André a call on 083 640 3057 to discuss stall size requirements and availability. Exhibitors are welcomed to camp at their stalls within the designated stall area at no extra cost. Please note we offer affordable tented villages at both events for exhibitors and weekend visitors accommodation. We facilitate VIP toilets and hot showers at both venues. VIEW OUR UPCOMING EVENTS ON OUR EVENT CALENDAR AT THESE LINKS <https://abc-directories.co.za/events/outdoor-and-adventure-expo-broederstroom-2026> /<https://www.western-cape.online/events/events/outdoor-adventure-expo-in-grabouw/>

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