

FREE STATE PROVINCE



NATIONAL CONVENTION BUREAU

FREE STATE PROVINCE

The Free State is a place of wide open spaces and true South African hospitality. Known as the agricultural epicentre of the country, it's also becoming a key business and tourism destination. The African National Congress (ANC) was formed here in 1912, hence the province is known as the birthplace of liberation in South Africa. Today, Bloemfontein is the judicial capital of the country. The Free State is situated in the heart of South Africa and offers a mix of colourful cultures, fun urban vibes and a host of natural attractions.

KEY INDUSTRIES

- Agriculture
- Mining
- Gold Production
- Manufacturing
- Petrochemicals
- Hi-tech industry
- Tourism

KEY ATTRACTIONS

- **Golden Gate Highlands National Park** - known for its spectacular scenery and a host of outdoor and adventure activities
- **Bloemfontein** and surrounds, with its historic and heritage sites – President Brand Street in Bloemfontein is the only entire street in the southern hemisphere to have been declared a national monument
- **The Basotho Cultural Village** – interactive displays give insight into traditional Sotho heritage
- The town of **Clarens** – known as “The Jewel of the Free State” and home to art galleries, fun eateries and outdoor adventures
- **Gariep Dam and Nature Reserve** – the Free State's largest nature reserve and a popular attraction for nature-lovers and those who enjoy water sports

- **The Free State National Botanical Garden** in Bloemfontein, a haven for nature and wildlife on the edge of the city
Mangaung Township – birthplace of the African National Congress (ANC) offering nearby landmarks of the province's founding fathers
- **King's Park and the Bloemfontein Zoological Gardens** - for great walks and spending time in nature. King's Park boasts over 4 000 rose bushes
- **Franklin Nature Reserve and Naval Hill** – free roaming wild animals and panoramic views of the city
- **The Loch Logan Waterfront** in Bloemfontein – shops, restaurants, pubs and entertainment all under one roof
- **Vredefort Dome** – a UNESCO World Heritage Site that boasts the largest meteorite crater on the planet
- **Windmill Casino and Entertainment Centre** – for fun and leisure on the outskirts of Bloemfontein



African Continent



South Africa



Free State



FREE STATE: BLOEMFONTEIN



RISE WITH THE WARM HEART OF SOUTH AFRICA

Known for its unique blend of rural tranquillity and home-grown hospitality, Bloemfontein is shaking off its laid-back persona and is becoming a popular cultural and business city. The city is home to a vibrant mix of nationalities. It's also the judicial capital of South Africa. While Bloemfontein literally means "flower fountain", it is also known as the "City of Roses" because of the annual rose festival that takes place here. Bloemfontein is steeped in South Africa's history and heritage, yet has a unique take on modern-day living.

ACCESSIBILITY

Bloemfontein is easily accessible through South Africa's major international airports located in the cities of Johannesburg, Cape Town and Durban with:

- 10 direct flights a day from Johannesburg
- 2 direct flights a day from Cape Town
- 1 direct flight a day from Durban

Johannesburg is the gateway to South Africa via OR Tambo International Airport – the largest airport in Africa. Connecting flights via Johannesburg include:

- **Europe:** Amsterdam, Frankfurt, Istanbul, London, Luxembourg, Madrid, Munich, Paris, Zurich
- **Middle East:** Abu Dhabi, Cairo, Dubai, Jeddah
- **North America:** Atlanta, New York
- **South America:** Buenos Aires, Sao Paulo
- **Asia:** Bangkok, Beijing, Hong Kong, Mumbai, Singapore

- **Australia:** Perth, Sydney
- **Africa:** all major cities

Bloemfontein is also an easy 3-4 hour drive from Johannesburg, along the N1 Highway.

ACCOMMODATION

The list of 1 543 hotel rooms below includes Graded Establishments only:

- 61 five-star rooms
- 623 four-star rooms
- 859 three-star rooms

The popular Windmill Casino and Entertainment Centre offers 80 rooms.

VENUE CAPACITY

The primary meeting venues in Bloemfontein include:

- The Sand du Plessis Theatre – a modern performing-arts centre near The Loch Logan Waterfront with a seating capacity of 2 000
- The City Hall Auditorium has capacity for 1 000 seats
- The University of the Free State has 3 plenary spaces with seating capacity of up to 4 000 each and a large number of meeting rooms

Alternate function venues include Loch Logan Island on the Waterfront, the Oliewenhuis Museum, the Oude Kraal Country Estate (known for authentic local cuisine) and the Fire Brigade Museum.



Bloemfontein

Short flights from Johannesburg



Home-grown hospitality

Judicial capital



Place of wide open spaces

Key attractions:
Historical sites, Golden Gate National Park, Clarens, Basotho culture

FREE STATE: BLOEMFONTEIN



ORGANISING AND HOSTING EXPERIENCE

- Brahman World Congress 2014
- ANC's 44th Annual Conference 2013
- Macufe Mangaung African Cultural Festival
- Nampo Agricultural Festival
- The annual Cherry Festival
- Tour de Free State
- Vryfees Art Festival (known previously as the Volksblad Arts Festival)
- Bloemfontein Rose Festival
- Bloemfontein Show – largest agricultural and entertainment show in South Africa
- The Clarens Craft Beer Festival
- Retrofest in Verkykerskop

FREE STATE TOURISM AUTHORITY'S BUSINESS EVENTS UNIT IN CONJUNCTION WITH THE SOUTH AFRICA NATIONAL CONVENTION BUREAU (SANCB) OFFERS THE FOLLOWING SERVICES:

- Pre and post bid support, bid promotion and handling of request for proposals
- Expertise on local products and services; access to local industry and government contacts
- Building attendance and event marketing activities
- Convention planning support
- Site inspections (bid and convention planning)
- On-site event services

Please contact:

South Africa National Convention Bureau (SANCB)

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Why choose BLOEMFONTEIN

1. Easy access
2. Value for money
3. Heart of South Africa
4. Rich history and heritage
5. Scenic beauty
6. Solid track record
7. Variety of experiences
8. Pre and post tours
9. Home-grown hospitality
10. Exceptional conference centres