

## THE ROYAL AGRICULTURAL SOCIETY OF NATAL

### 2009 ROYAL SHOW

#### FINAL PRESS RELEASE

The 2009 Royal Show ended on Sunday evening, 31 May, on a high and largely satisfying note.

Excluding the Ukhozi FM concert from the comparison, the final Royal Show attendance was 131 060, as against 120 207 in 2008.

Estimates of the numbers attending the three major concerts were as follows:

ECR Prime Circle – Sat. 23 May	6 500
Radio Hindvani Royal Bollywood – Sat. 30 May	5 500
RSG Chris Chameleon and others – Sun. 31 May	3 000

Despite the current economic climate, the annual survey of exhibitors (conducted during the second weekend of the show) was positive. Responding to the following question '*In terms of your expectations how would you rate your 2009 Royal Show participation*'; the following results were recorded:

Exhibitors (%)	Satisfaction (%)
13	100
6	90
21	80
29	70
11	60
10	50
5	40
3	30
1	20
0,3	10

Although a survey was not conducted of visitor perceptions, research indicates that there is a direct correlation between the satisfaction ratings of exhibitors and visitors. In the circumstances – give or take a few percentage points – the results point to a largely satisfied visitor mix.

All in all, a pleasing result.

*Issued by the Office of the General Manager  
Royal Agricultural Society of Natal  
2 June 2009*